

# DANIELA TORRES WONG

Art Director & Artist

912-323-5874

dctw98@hotmail.com

dctw1998.wixsite.com/portfolio?lang=en

## EDUCATION

Savannah College of Art and Design (SCAD)  
Savannah, Georgia; Lacoste, France; Hong Kong, Hong Kong  
B.F.A in Advertising and Branding (May 2021)

## ART DIRECTOR EXPERIENCE

**Mission** | New York City, New York Sept. 2021 - Present  
*Junior Art Director*

- Developed experiential campaigns alongside agency's Creative Director for clients in the beauty, fashion, tech, spirits, lifestyle, non-profits, and pharma industries such as Victoria's Secret, Estee Lauder, and Netflix, with projects reaching up to 51M+ impressions.
- Created 700+ customized mockups, floorplans, edited images, videos, and sound assets for both NYC and London office.
- Expedited set up process by assisting production teams on-site for all experiential campaigns in New York City.

**the community** | New York City, New York June - Sept. 2021  
*Art Director Intern*

- Led creative team and pitches for integrated campaign ideas.
- Conceptualized, designed and developed 100+ motion media assets.
- Generated bilingual content for clients such as Porsche, Oreo, and Netflix whilst supporting Creative Director.

**Elevation** | New York City, New York May - June 2021  
*Art Director Freelance & Intern*

- Created motion media projects, logo designs, and facilitated branding research for multiple clients.
- Produced assets pitched during final round for CNN's Upfront event in 2021.

**HP Sponsored Collaboration** | Savannah, Georgia Sept. - Nov. 2020  
*SCAD Pro Collaborator*

- Pitched and sold final solution to HP during SCAD's collaboration with them to develop concepts for an omni-channel campaign to launch their newest product.
- Managed and led the Advertising and Illustration teams to create assets that later on became part of the launch campaign.

**TVN** | Panama City, Panama June - July 2020  
*Creative Intern*

- Collaborated with the Design team and Marketing director of Panama's #1 multimedia network.
- Designed deliverables for 15 shows and main social media account, gathering 1M+ daily impressions.
- Provided consultation to the team managing branding for the company's newest digital streaming service.

**Agency Entourage** | Dallas, Texas June - August 2019  
*Art & Design Intern*

- Produced 60+ newsletters, design assets, and social media calendars for multiple clients in the pharma, auto, and food industries.
- Facilitated research for the development of the agency's new Hispanic division.

## SKILLS

### Software:

Adobe Creative Suite (Advanced)  
Photoshop, Illustrator, After Effects, InDesign, XD

### Technical:

Art Direction  
360 Campaigns  
Integrated Campaigns  
Branding Design  
Motion Media  
Graphic Design  
Illustration  
Hyperrealistic Painting

### Languages:

Spanish  
English

## AWARDS & HONORS

**Guest Speaker at SCAD's AAPI Alumni Panel:**  
Invited to share my experience as an artist whose Chinese heritage has influenced their creative work (2022)

**Winner at ADDY's:** 2 Gold, 2 Bronze, and "Judge's Choice Award for Best Animation" at AAF's Advertising Awards (ADDY's) for my campaigns *Keep Ice Frozen*, *Mami Knows Best*, and *Careers Vending Machine* (2021)

**Sidewalk Arts - Alumni Best in Show:** Won Best in Show with painting *Chinese-Panamanian* (2021)

**Start Up - People's Choice Award:** Won collaborative competition with branding design and advertising campaign for local library promoting diversity in children's books (2021)

**SCADPro Fan Experience 48 Hour Challenge - "WeBeat":** Collaborated with two industrial designers to creatively solve problem brought by the pandemic to the music industry (2020)

**SCAD Port City Review Art Magazine:** Featured for painting *Reflejos*, a piece about artists' bias towards eurocentric features within the fine arts (2020)

**"Reflejos" solo painting exhibition (2018):** 28 pieces; sponsored by Panama's National Bank and housed at the bank's museum

**Recognition by Panamanian Association of Fine Artists for success at young age:** Awarded prize for exceptional attention to detail as a hyperrealistic painter at age 19 (2018)

**IX National Painting Contest of Emerging Artists:** 2nd place at national level with painting *Raspao'* (2017)