

# WAY-FAN CHANG

www.wayfan.com | info@wayfan.com | 917-334-8664

## OVERVIEW

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Creative thinker for work in interactive/web design and art direction. A meticulous, self-motivated team player with over 10 years of professional work experience in corporate and agency environments. Articulate, great interpersonal skills, and excel in meeting the diverse technical and creative demands of new media projects.

## WORK EXPERIENCE

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### **Wind-up Records**

New York, NY • *Manager, Web Design and Production* (February 2008 – Present)

Manage design and development for the label's official website, artist websites, online marketing campaigns, social networking properties, and web applications. Formulate project scope and timeline according to company marketing initiatives and release schedules. Create functional specs and information design for sites and applications. Provide creative and art direction for digital design. Manage designers and developers to ensure consistency of visual branding and presentation, quality execution of design, optimal functionality, and timely delivery of project assets.

### **Sudler & Hennessey**

New York, NY • *Senior Interactive Designer* (August 2006 – February 2008)

Art direction and design of agency account work and in-house projects. In charge of site and interface design and Flash animation. Formulating brand and creative strategies with Creative Director. Optimizing information design and functional specifications with Information Architect. Translating existing client branding and creative assets into consistent online visual presence and interactive campaigns.

### **Enzyme Digital**

New York, NY • *Senior Designer* (April 2004 – May 2006)

Responsible for creative direction and design of agency's client work and in-house projects. In charge of site design, interface design, logo design, Flash, and print collateral design. HTML/CSS production and implementation. Maintaining client contact and project management of all creative and design issues.

### **RDA International**

New York, NY • *Freelance Senior Flash Designer* (February 2004 – April 2004)

Designed and executed Flash animations, banner ads, and multimedia interstitials for agency's client ad campaign. Working with Copywriter, Marketing Directors, and Media Buyers to formulate creative strategies and concepts for agency's campaign. Managing production and quality control of ads by other designers.

### **Ops Divina**

New York, NY • *Senior Designer* (January 2002 – November 2003)

Responsible for primary design and art direction for agency's client projects and in-house web/print projects - including site and interface design, interactive design, logo, branding, and banner design. Managing and overseeing company homepage redesign, copywriting, and company print brochure design.

### **Tech-Engine, Inc.**

New York, NY • *Senior Designer* (August 2001 – January 2002)

Design and creative direction of all company related print and web materials. Working with Engineers to produce over 200 branded career centers for company career partners. Hand coding and quality assessment of ASP and html pages produced.

## **Blue Hypermedia**

New York, NY • *Design Associate* (November 1999 – May 2001)

Responsible for banner, Flash, logo, and site design, including page layout, visual graphics, user interface and navigation design. HTML and CSS coding. Working with Project Managers and Creative Directors to meet client goals and needs. Working with Engineers to ensure cross platform and browser compatibility of page codes.

## **Nine West Group, Corporate Marketing**

White Plains, NY • *Junior Art Director* (June – October 1999)

Design and illustrate print ads, campaign graphics, company web pages, retail products, packaging materials, and logos. Generated ad campaign strategies and sales concepts. Assisted Senior Art Directors and Marketing Directors with all aspects of campaign design process. Produced and designed corporate information materials and press memos, as well as comps and presentation boards for campaigns.

## **The Metropolitan Museum of Art, Education and Editorials Depts.**

New York, NY • *College Intern* (June – August 1998)

Work on a split schedule between Editorials and Education departments. Researched for and conducted hour-long highlights and special topics tours on museum's collection. Assisted curators and editors with production of Met. publications. Edited blue prints, color proofs, layout, and final prints for Met. publications and exhibition catalogues.

## **EDUCATION**

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### **Yale University - New Haven, CT**

Double Major with BAs in Art and Literature, cum laude – May 1999

- Fine Arts concentration in Painting and Printmaking; Literature concentration in Modernism and Politics
- 1999 Alvin B. Kernan Prize for best Literature senior essay in graduating class
- 3.69 GPA

### **Fiorello H. LaGuardia H.S. of Music and Art in Lincoln Center – New York, NY**

New York State Regent Honors Endorsement Diploma, Majored in Visual Art – June 1995

- 1995 F.H. LaGuardia Principal Award for Highest Academic Achievement
- 95.7 GPA

## **EXTRACURRICULAR ACTIVITIES**

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### **Photography Editor, Yale Daily News** (October 1996 – October 1997)

Coordinated assignments between photographers and reporters. Developed and scanned film negatives. Assisted with editorial design and layout. Conducted photography workshops. Participated in Board discussion of editorial and management issues. Maintained all darkroom equipment and supplies.

### **Staff Photographer, Yale Daily News** (September 1995 – October 1996)

Covered and documented campus news events ranging from speeches, protests, sports, theater, and mysterious cow sightings, etc. Assisted Photography Editors with darkroom work and production.

### **Editor in Chief, State of the Arts** (H.S. newspaper) (January 1994 – January 1995)

Generated and wrote editorials. Supervised and directed editors, news coverage, production, design, and copy editing.

## **SKILLS**

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**Computer & Programming:** Expert knowledge of Macs and PCs. Expert in HTML, CSS, DHTML, XML, JavaScript and ActionScript. Working knowledge of ASP, PHP, and ColdFusion.

**Programs:** Expert of Photoshop, Flash, Illustrator, Dreamweaver, Word, Access, Excel, and Visio.

**Languages:** Fluent in Mandarin Chinese and Italian.