



# MICHAEL HONG

art direction | design | illustration

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## WORK EXPERIENCE

09.2002–present

**KraftWorks Ltd. | New York | Art Director**

**Print, Design, Brand Development, Packaging, Strategy, Interactive, Motion & Web**

clients: bali, bitten by sarah jessica parker, calvin klein, cew, children affected by aids foundation, coalition for the homeless, cointreau, coty, hanes, hayground, international anticounterfeiting coalition, joseph abboud, la prairie, mayor bloomberg and the city of new york, physicians formula, playtex, popchips, rodale press, smartwater, speedo, steve & barry's, vespa, vitaminwater, wonderbra, wonderwall by laird hamilton

06.2002–present

**Freelance Art Direction, Design & Illustration**

**Print, Design, Brand Development, Packaging, Strategy, Interactive & Web**

clients: fitspott, homecity, iclick, modular lifestyle, parsons school of design, rsc, saadi, serious business records

05.2003–09.2003

**EGOsum (Ryan McGinness Studio) | New York | Graphic Designer**

**Print, Design, Brand Development, Packaging & Illustration**

clients: gingko press, munsingwear penguin, the independents, training camp

06.2002–08.2002

**Monkey Clan | New York | Junior Designer**

**Design, Illustration, Interactive & Web**

clients: fuzzycarrot.com, hintmag.com, mtv, retail dna, wireimage.com

06.2002–08.2002

**Crunch Fitness International | New York | Junior Designer**

**Internal Print, Design, Packaging, Illustration, Brand & Product Development**

06.2001–10.2001

**d.u.m.b.o. arts center (dac) | New York | Graphic Designer**

**Internal Print, Design & Web**

## EDUCATION

08.2000–05.2004

**Parsons School of Design | New York**

Integrated Design Curriculum & Communication Design

Awarded Bachelor of Fine Arts with Honors

08.1998–05.2000

**Li Po Chun United World College | Hong Kong**

Awarded International Baccalaureate Diploma

## SKILLS

mac / pc

adobe creative suite

google sketchup

html, dhtml, css

screen printing

native english speaker

conversational cantonese

rock climbing 5.10+/- V3+/-

## AWARDS & HONORS

10.2006

**Threadless.com**

**T-shirt Design Contest Winner**

Planetary Status

05.2004

**Art Directors Club**

**National Student Portfolio Review**

05.2004

**Parsons School of Design**

**Departmental Honors**

## REFERENCES

available upon request