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## EDUCATION

2017.7 - 2020.5

**Parsons School of Design**  
MFA Design And Technology

2018.11 - 2020.5

**Cornell Tech**  
Product And Startup

2010.9 - 2014.7

**Parsons School of Design**  
BA Graphic Design Fashion Design

## SKILLS

### AI

Mid Journey  
Flux  
Firefly  
Gemini

### SOFTWARE

Sketch  
Figma  
Principle  
Flinto  
OmniGraffle  
Marvel  
InVision  
Adobe Suite  
Muse  
SketchUp  
Spark AR

### UX

User Research  
Affinity Diagram  
Persona  
User Journey  
Wireframing  
Prototyping

### CODING

HTML, CSS  
Processing  
Unity  
Arduino

## ART/MEDIA

Digital Painting  
Oil  
Watercolor  
Charcoal

## EMPLOYMENT

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### Sinclair

Creative Director/Strategy

- Led a 20-person team; set vision, built design systems, and fostered a collaborative, innovation-first culture.drove global brand/digital work Sinclair's portfolio.
- Maili — Global brand upgrade: marketing strategy, identity, design system, digital strategy/UI.
- Ellansé — Global brand upgrade: positioning, identity system, digital strategy/UI.
- Kytogen — Brand launch: 0 -1 strategy, identity, design system, site/social/campaign assets.
- HuaDong Group — Brand upgrade: brand voice, website UX/UI, image library; photo + 3D production.
- CGE Group — Brand upgrade: new direction/voice, image library; photo + 3D production.
- Directed campaign shoots, AI assets, social, and print/OOH for consistent, high-performing rollout.

2024  
03

### Lazard Asset Management

VP of Design

- Led and inspired a global creative team, setting the vision for a cohesive brand refresh across all platforms.
- Art directed 10+ projects per quarter, collaborating with agency partners and regional teams.
- Designed and supervised 10+ dynamic product campaigns per quarter.
- Instituted company-wide policy for the standardization and delivery of in-store digital assets.
- Oversaw legacy media/asset upgrades across all product lines to comply with new aesthetic standards and vision.
- Coordinated client expectations and deliverables to each agency partner.

2023  
01

### La Mer

Lead Designer

- Rebranded UI/UX for La Mer's leading online retail outlet T-Mall in China as orders shifted from in-store to online during pandemic.T-Mall remains La Mer's single largest point of sale in China.

2022  
06

### Gale-Goldman Sachs/Santander

Art Director

- Lead Creative Team for Goldman Sachs Asset Management and Santander.
- Created cohesive and united UI/UX experiences across mobile, web, and desktop platforms. Unified client experience.
- Directed multiple online marketing rebranding campaigns from concept to asset delivery and launch.

2020  
06

### Publicis Sapient-Mercedes-Benz

Senior Product Designer

- Reimagined and modernized both Mercedes-Benz and Mercedes-Benz Financial Services'mobile and web client experience.While interfacing with all facets of development and launch, the redesign of Mercedes Me and MBFS positioned the Mercedes-Benz group as competitive and cutting-edge in customized client experience.

2019  
01

### BARNEYS NEW YORK

Digital Designer

- Responsible for monitoring and aiding websites, applications, social media, catering, email campaigns, marketing campaigns, video editing, and print collateral.
- Organized and led the professional execution of digital marketing campaigns, advertising and email campaigns across all of Barneys' digital channels.

2017

2014

### VOGUE

2013

Intern-Vogue China, Beijing

## PROJECTS & AWARDS

**Infinite Harmony** (NYC Design Awards)  
Art Director Interactive Installation

**Atlantic Record**  
Creative Director Artist Billy Gillies (Golden Record)

**Tiffany x Ali Forney Center**  
Art Director

**Cornell Tech x Auggi** (Startup Award NY)  
Creative Director