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ROY WU

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

P

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.

2014

01

VOGUE

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