

WAY-FAN CHANG

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OVERVIEW

Art director and designer with over 15 years of experience creating interactive content for world class brands including BMW, Netflix, Ritz Carlton, Microsoft, Showtime, GAP, Samsung, Morgan Stanley, and Adobe, and digital experiences for iconic publications including San Francisco Chronicle, Wired, GQ, and Condé Nast Traveler. His work has been featured in Communication Arts, Adweek, and Advertising Age, and received honors from W3 Awards, Webby Awards, and WebAwards.

WORK EXPERIENCE

Art Director | The Wall Street Journal - New York, NY (2015 - Present)

Art direction and design of digital experiences and custom content for Wall Street Journal advertisers. Collaborating with sales in campaign brainstorm, project ideation, and RFP visual prototypes. Working with writers, designers and programmers to iterate and refine visual and user experience for sold projects, and performing design QA to ensure design integrity of content for launch. Clients include Showtime, Morgan Stanley, Microsoft, Starz, Amazon, and AFLAC.

Senior Interactive Designer | Hearst - New York, NY (2014 - 2015)

Responsible for user experience and design of all Hearst Newspapers properties including San Francisco Chronicle, SFGate, Houston Chronicle, and San Antonio Express-News. Working with information architects to implement site wireframes and functional specs. Collaborating with other designers in visual layout of editorial content. Drafting design specifications for development, and visual QA of digital products and apps.

Senior Interactive Designer | Condé Nast - New York, NY (2012 - 2014)

Art direction and design of digital campaigns for Condé Nast advertisers and multimedia content for Condé Nast brands including GQ, Wired, Condé Nast Traveler, and Style.com. Creating comps for client presentations and campaign pitches, UX and visual design for desktop and mobile content, and storyboarding for video shoots. Clients include BMW, Ritz Carlton, Adobe, GAP, Samsung, Sony, and Hennessy.

Interactive Art Director | Wind-up Records - New York, NY (2008 - 2012)

Manage design and development for the label's official website, artist websites, digital marketing campaigns, social media content, and web applications. Create project scope and timeline according to marketing initiatives and release schedules. Draft functional specs and IA for websites and applications. Manage designers and developers to ensure quality execution of design, optimal functionality, and timely delivery of project assets.

Senior Interactive Designer | Sudler & Hennessey - New York, NY (2006 - 2008)

Art direction and design of agency account work and in-house projects, including site and interface design and Flash animation. Formulating marketing strategies with creative director. Optimizing information design and functional specifications with information architects. Translating client branding and creative assets into consistent online presence and interactive campaigns.

Senior Designer | Enzyme Digital - New York, NY (2004 - 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 management of design work.

Design Associate | Blue Hypermedia - New York, NY (1999 - 2001)

Responsible for banner, Flash, logo, and site design, including layout, visual graphics, user interface and navigation design. HTML/CSS production. Working with engineers to ensure cross platform and browser compatibility of code.

EDUCATION & SKILLS

Yale University | New Haven, CT (1995 - 1999)

Double Major with BFAs in Visual Art and Literature

Markup: HTML5 and CSS3

Programs & Applications: Adobe CC Suite including Photoshop, Illustrator, InDesign and Dreamweaver; InVision, Basecamp, and JIRA.