

# MAXINE WONG

## CONTACT

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## EDUCATION

Otis College of Art and Design  
Los Angeles, CA 2010  
Bachelor of Fine Arts  
Product Design

## SKILLS

Creative Strategy  
Art Direction  
Concept Development  
Project Management  
Production Management  
Budget Oversight  
Visual & Verbal Communication

## EXPERIENCE

**MW Productions** | Los Angeles, CA | 2024 - Present

### Creative Director / Art Director

Freelance creative and design services specializing in experiential activations, branded installations, and event production.

**NCompass International** | Los Angeles, CA | 2019 - 2024

### Art Director / Senior Art Director

Led creative strategy and execution for Gaming and Esports business, overseeing design production, budgeting, and stakeholder communications. Managed project development from concept to execution, ensuring high-impact brand experiences.

- Spearheaded experiential activations and design production across agency divisions.
- Developed and pitched branded installations aligned with program objectives.
- Managed creative production for key accounts worth \$12M+ annually.
- Led cross-functional teams to create compelling creative narratives.
- Cultivated partnerships and vendors, optimizing budgets, timelines, and quality control.
- Established internal processes and structural improvements within Esports and Creative Services teams.
- Mentored and guided team members through coaching and leadership.

**NCompass International** | Los Angeles, CA | 2017 - 2019

### Freelance / Full Time Environmental Design Manager

Directed physical and digital design elements for brand activations, integrating lifestyle and gaming experiences. Sourced and managed vendors to deliver high-quality experiential events and broadcasts.

- Led creative and production deliverables from concept through execution.
- Conducted client presentations on branding, design, and project status.
- Managed partners and vendors through briefing, pre-production, and installation.
- Developed multi-tiered, multi-city programs with strategic planning and budgeting.

**Rocksteady** | Long Beach, CA | 2017 - 2018

### Freelance Producer

Managed nationwide activations for Facebook VR and Delta Airlines' Grammy Celebration, overseeing fabrication, stage design, and execution.

- Led production teams for multi-city installations with tight turnaround times.
- Coordinated with clients to ensure timely and high-quality execution.

**Guild** | Los Angeles, CA | 2016-2017

### Producer

Collaborated with creative and production teams on Nike store installations.

- Managed execution of multi-city retail installations.
- Coordinated communications between teams in New York and Los Angeles.

**Tajima Creative** | Los Angeles, CA | 2010-2016

### Director of Creative Services

- Provided art direction and production oversight for retail and experiential branding.
- Managed direct client communications for experiential activations, branding, and marketing.
- Led project management from new business proposals through execution.
- Clients included Levi's, Dockers, Airbnb, Oakley, Fossil, Vans, Walmart, and others.

## EXHIBITIONS AND PUBLICATIONS

- Exhibited work at The American Museum of Ceramic Art | Pomona, CA (2012)
- Featured in New York Times, Art in Review; Nadine Robinson | New York, NY (2006)
- Photography exhibited in Bloomingdale's display window | New York, NY (2006-2007)
- Curated and exhibited photography at The Studio Museum in Harlem | Harlem, NY (2005-2006)
- Exhibited work at The New York Historical Society | New York, NY (2004)
- Designed national cancellation stamp for the United States Postal Service | New York, NY (2004)

References available upon request.