

WILLIAM LEUNG DESIGN DIRECTOR

EXPERIENCE

_Problem Solver
_Business Driven
_Home Barista
_Motorcycle Nut
_Car Enthusiast
_Plant Collector
_Homebody
_Avid Youtuber



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CERTI- FICATES

GOOGLE COURSES

UX Design Certificate
Marketing/Ecomm Certificate

GENERAL ASSEMBLY

UX Design Certificate
8 Week Part time Course

CSU, SACRAMENTO

BS, Graphic Design
AS, Graphic Communication

JUUL LABS

PRINCIPAL BRAND DESIGNER [02/2023_09/2023]

- Owned creative for all print promotions, direct mailer, point-of-sale assets, emails, and web visual assets for AMER and EMEA
- Lead design for all customer touchpoints on UK Recycling Program
- Launched US national print promo for new product sku
- Pitched new UGC webpage to increase new customer conversion strategy
- 360-design of US JUUL2 Launch Campaign for FDA application

SENIOR MARKETING DESIGNER [08/2017_02/2023]

- 360-design for multiple JUUL2 launches including print promotions, direct mailer, point-of-sale assets, emails, and web visual assets
- Lead designer on new JUUL2 packaging concepts and portfolio system
- Designed all customer touchpoints for JUUL2 Westfield store in London
- Global marketing design ownership of AMER, EMEA, APAC, LATAM
- Manage and review of design standards with global agency partners

PAX LABS

SENIOR VISUAL DESIGNER [02/2016_08/2017]

- First full time creative hire executing all designs for both PAX and JUUL with company headcount ~75
- Established an in-house creative team with 8 full time reports
- 360-design and content creation for PAX 3 and PAX Era product launch
- Creative directed unique PAX instagram content to increase followers
- Managed JUUL print/package transcreation for 10+ country launches
- Designed and launched first JUUL Subscription product with Ecomm team

FREELANCE

DESIGNER & PHOTOGRAPHER [08/2009_08/2016]

Partnered with Bay Area and Northern CA clients including: Salesforce, Visa, Harmless Harvest, Hot Italian Pizzeria, Helios Interactive, Unseen Heroes, Sac Magazine, Sac Cocktail Week, Sac Metropolitan Arts Commission, and Stockton Symphony.

- Provided design support at Helios to help CD secure Visa retainer
- Expanded the Hot Italian brand language beyond the basics
- Design lead for multiple Unseen Heroes city-sponsored activations

UC BERKELEY

BRAND DESIGNER [10/2014_11/2015]

- Branding and photography for ASUC Student Union and The Bear's Lair Restaurant grand openings
- 360-design for student-funded events including creative branding, print, and wayfinding
- Developed brand templates for multiple internal departments

SACRAMENTO NEWS & REVIEW

ART DIRECTOR [09/2009_09/2011]

- Editorial design and produced two 40+ page newspapers every week
- Art directed eye-catching covers to increased print circulation
- Briefed, managed, and contracted local photographers/illustrators