

REX KUNG

CREATIVE DIRECTOR / BRAND DESIGN LEAD

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415-819-8179

www.rexkung.com

PROFILE

Creative Director / Brand Design Lead with 12 years of experience helping technology companies turn complex products into clear, memorable brands. Experienced across agency concepting and in-house brand leadership, building scalable systems, campaigns, and executive communications.

EXPERIENCE

- 2023-PRESENT Vendia, San Francisco, CA | Creative Director
 - > Brand overhaul, visual identity, AI storytelling, integrated campaigns, executive communications
- 2021-2023 Anaplan, San Francisco, CA | Creative Director (Product Marketing)
 - > Motion graphics, leadership keynotes, live experiences, product launches, global campaigns
- 2017-2021 Hero Digital, San Francisco, CA | Senior Art Director
 - > Integrated advertising, digital marketing, cross-channel campaigns, customer experiences
- 2016-2017 Oracle, Redwood City, CA | Senior Interactive Designer
 - > Web experiences, modular design, design systems
- 2016-2017 Weber Shandwick, San Francisco, CA | Senior Art Director
 - > Experiential marketing, creative mentorship, new business

EDUCATION

- 2015 Academy of Art, San Francisco, CA | Master of Art, Advertising in Art Direction
- 2012 San Francisco State University, San Francisco, CA | Master of Art, Counseling Psychology in MFT
- 2009 Weber State University, Salt Lake City, UT | Bachelor of Science, Graphic Design

AWARDS

- 2015 ProtoHack - 4th Overall
- 2015 Young & Glory - 3rd Overall (4 silvers, 1 bronze, 3 finalists in 8 months)
- 2014 One Show - Finalist

LANGUAGES

English, Mandarin, Cantonese

SKILLS

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Firefly, Figma, PowerPoint, Google Slides, WordPress, ChatGPT, Claude, Midjourney, Runway, Asana, Monday.com, Jira

INTERESTS

Video Editing, furniture Woodworking, classic Car Enthusiast