

REX KUNG

CREATIVE DIRECTOR / BRAND DESIGN LEAD

avpanda@gmail.com

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 • AI storytelling • integrated campaigns • executive communications |
| 2021-2023 | Anaplan, San Francisco, CA Creative Director (Product Marketing)
> Visual systems • executive presentations • experiential design • motion graphics |
| 2017-2021 | Hero Digital, San Francisco, CA Senior Art Director
> Integrated advertising • omnichannel 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 • ComfyUI

INTERESTS

Video editing • furniture woodworking • classic car enthusiast