



Visual Designer and
Brand Strategist

Portfolio

<https://nathanwong.net/>

Email

nathanwong.net@gmail.com

Text

678-467-7722

Skills

Skillsets

System Design Thinking, Information Architecture, UX Research, UX Design Lextant Certified, SCAD Amp Certified, Web Design, Data Analysis, User Insights, Wireframing, Illustration, Graphic Design, Branding, Copywriting, Public Presentation, Visual Communication

Tools

Figma, Canva, Adobe Suite, Photoshop, C++, JavaScript, Python, Processing, Arduino IDE, Square, Wordpress, Bluehost

Experience

Brand Designer

Kidzwise Academy

June 10, 2025 - Ongoing

- Ensured consistent brand language across multiple touchpoints.
- Redesigned and rebranded design systems for a childcare facility, including mobile desktop and physical touchpoints.
- Designed and maintained a website with consistent brand voice and SEO optimizations.

Branding Lead, Art Director

Borealis Wildlife Park

January 6, 2025 - May 29, 2025

- Created branding systems and a branding book used by 20+ multidisciplinary designers across 3 different teams.
- Performed competitive analysis on industry competitors to inform findings on differentiation strategies and positioning.
- Successfully unified brand identity across three separate teams. Produced flexible systems for both large and small formats, digital media (app and web) and physical media (including stamps, books, standees, signage, and cards).
- Designed a logo, name, identity, copywriting language, and new design ethos for a conceptually reimaged zoo experience.

Brand Designer and UX Designer

Learnova

September 9, 2024 - November 14, 2024

- Conducted research and user testing to collect feedback and implemented it in a new iteration for a +15% increase to user testing satisfaction scores.
- Led a project to prototype and test a learning companion app.
- Designed a logo, name, identity, copywriting language, and design ethos for a mobile platform.

Brand Designer and UX Designer

Strata

January 8, 2024 - March 14, 2024

- Worked across 3 different disciplines to develop a concept smart-home device.
- Communicated with a separate marketing team of 4 motion media specialists.
- Helped develop and program a physical prototype in Arduino across 3 iterations with design, testing and feedback phases.

UX Designer

SCAD Artsales

September 10, 2023 - November 16, 2023

- Redesigned the SCAD Artsales Website, streamlining Information Architecture and identifying missing features by target audience.
- Led a team of 4 designers to conduct interviews and surveys to inform design decisions.
- Conducted user testing across a sample size of 30+ surveys across several platforms.
- Created a prototype based on user insights.

Game Designer

Illunsoft

January 27, 2021 - March 21, 2023

- Shipped a commercial video game title with 91.5% positive steam user reviews.
- Accumulated 20,000+ wishlists through online marketing campaigns and marketing materials.
- Supported a product with over 8,500 daily users at its peak.
- Engaged in solo full stack development for a Steam desktop app, including programming, artwork, music, sound, design of branding, gameplay mechanics, and narrative.

Education

Savannah College of Art and Design

September 8, 2018 - May 30, 2025

- BFA, UX Designed
- Graduated Magna Cum Laude 2025
- SCAD Honors and Achievement Scholarships