

# FELICIA KHONG

## EXPERIENCE

- 2009 **RAPP Advertising Agency, *Freelance Designer***  
Reporting to Studio Director creating presentation materials, assembling mock-ups, and completing production work.
- 2009 **Blended Events, *Public Relations/Graphic Design Assistant***  
Developing proposals, press kits, researching fonts/images, creating flyers, maintaining site and pitching to clients/talent.
- 2007 - 2008 **Interscope/Geffen/A&M Records, *Creative Dept Coordinator***  
Responsible for pre-production and post-production for all photoshoots and album/single packaging. Management and main contact for creative assets: publicity photos, artist/label logos, and cover art. Duties for full artist roster included converting raw images for all shoots, routing retouched photos, uploading assets to internal website, archiving photoshoots and cd albums, drafting up contracts, filing/coding/routing vendor invoices for payment approval, faxing deal memos, arranging travel, scanning articles, handling phones, ordering 8x10s, hiring interns, maintaining schedule and delegating tasks.
- 2007 - 2008 **Anheuser-Busch Marketing (PLAN C Agency) - *Project Manager/Photographer***  
Coordinating event set-up and “taking?” photography. Responsible for hiring promo models, assistants, and interns.
- 2005 - 2007 **GSN. The Network for Games, *Coordinator - Creative Services, Marketing***  
Managing the prepping of images and gathering show material for Designers: photo selection/research, retouching, color correction, creating mock-ups, taking photographs, resizing banners, scanning images, and communicating art direction to Designers and other vendors. Other duties include show logo development, “trafficking” projects to appropriate parties, handling phones, faxes, expense reports/invoices, distributing mailings, shipping material, organizing and archiving all image/project cds, updating assets on corporate website, keeping track of daily work in progress for dept, and filing Creative Service Requests, vendor information, tear sheets, and sell sheets.
- 2004 **TOTAL EXPERIENCE RECORDS, *Art Director/Assistant to VP***  
Designed album covers, posters, flyers, billboards, press kits, developed company website, interviewed/hired interns, and assisted in organizing events/press parties. Office duties: typing, research, filing, phones.
- 2003 - 2004 **U.C.L.A. BRUIN CORPS, *Office Assistant/Graphics***  
Co-leader of end of the year event committee. Designed programs, flyers, and posters. Office duties: data entry, phones, emails, organizing student files, interviewing applicants, and assisting program coordinators.
- 2003 - 2004 **S.H.A.P.E. - UCLA’s African Student Union (ASU), *Graphics Director/Tutor***  
Designed logos, flyers, programs and T-shirts for High School Conf. Also volunteered as a student tutor.
- 2003 **HIT THE GROUND RUNNING PRODUCTIONS, *Intern***  
Responsible for archiving, filing, and labeling of cd library.
- 2001 - 2003 **OVERBREAK LLC (Digidraw, Rainbow Art, Spider Pens), *Sketch Artist***  
Created demo pieces for display and tested products. On-hand artist for product commercial.

## FREELANCE

- 2007 -08 **Pretty Tough Sports** – logo, stickers, clothing, in-store mockups / **Project Ethos** – event flyers, programs, stickers, T-shirts / **Joel Peskin & Merry Clayton** – cd cover / **Fifth Wall Prod** – music video background treatments / **Black Label Media** – web design agency website mockup / **MetroThai Restaurant** – logo, bus. cards, ads / **2-Receive** – posters, flyers, artist myspace / **Deadline Creative** – production mockups / **UCLA Black Alumni Assoc** invitations, postcards / **College Bound** – photo retouching, program / **BusBoys** band website / **M5 Promo** event flyers, art direction / consulting / **DiscoverArtist** networking website, logo, art direction / **Adventures in Graduating** film website / **Mission Bianco** real estate website / **Co. Pictures** – actor/actress websites / **Professional Builders** – construction service website
- 2006 **Garrett Atkins** athlete website / **Thorough Bread Records** – logo / **Earfull Music Pub** myspace, flyers / **Jewel Keeper Ent** press kit, cd cover, bus. card, photo retouching, artist website / **Trinity Events** press kit, flyers, webpage mock-ups / **Jenny Nakara** logo, photo retouching, retail website / **Lance Mokoau** image tracing, brochure layouts, webpage mock-ups
- 2005 **Bryite Red Entertainment** logo, flyers, T-shirts, photography, headshots / **DJ Rocdablok** logo, T-shirts / **In2Ideas** photo retouching / **Star Strucc Entertainment** logo / **Hell No Records** logo, T-shirts

## EDUCATION

- 2002 - 2004 **UNIVERSITY OF CALIFORNIA OF LOS ANGELES (UCLA), Los Angeles, CA**  
BA Degree: *Art History (major), African-American Studies (minor)*
- 2000 - 2002 **LOS ANGELES PIERCE COLLEGE, Woodland Hills, CA**  
AA Degree: *Design*

## SKILLS

PC/MAC literate, Adobe Photoshop CS, Adobe Illustrator CS, Adobe InDesign, MS Office