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# RICHARD KWOK WAH HO

**AWARDS**

**2007** Favourite Website Award:  
Site of the Day on theFWA

**2006** featured in Taschen's  
ICONS Web Design: Flash® Sites

**2006** awarded Merit at  
the ADCC Awards

**2002** reviewed in  
Revolution Magazine

**2001** featured in Adobe®'s  
Prestigious Design Showcase

**2001** Macromedia®  
Shocked Site of the Day

**2001** awarded Silver Lion at the  
Cannes Cyber Lions Festival

**1999** won First Prize in  
Student Contest

**COMPUTER SKILLS****Adobe Creative Suite**

Photoshop

Illustrator

Flash

Dreamweaver

InDesign

Image Ready

**Microsoft Office**

Word

Powerpoint

Excel

**Other**

Vegas Video

Vegas Sound Forge

After Effects

Painter Pro

3D Studio Max

Director

**OBJECTIVES**

A senior position of responsibility in an interactive design department utilizing my knowledge and skills in **Art Directing, Conceptualization and Presentation, Design and Layout, Art Editing and Quality Control** in order to:

- **provide leadership** in achieving departmental/organizational objectives;
- plan and **implement creative innovative solutions** to solve digital design problems;
- establish and **institute effective procedures** to maintain high quality control standards.

**QUALIFICATIONS**

Qualified by **over 9 years of increased responsibility and experience** in:

- Art Direction
- Conceptualization & Presentation
- Design & Layout
- Art Editing & Quality Control
- Brand Development
- Usability Design
- Colour, Type & Design Specifications
- Storyboarding
- Illustration
- Animation
- Researching
- Team Leading
- Time Management
- Interpersonal Communications
- Decision Making
- Project Planning
- Problem Solving
- Basic Action Script & CSS

**EMPLOYMENT HISTORY****Associate Creative Director**

Mindblossom, Toronto, CA

*Clients: Mitsubishi, Suzuki, Citi, The Home Depot (US), MEC, Virgin Mobile, Sirius*

**2007 - 2008**

**Art Director**

Sonicboom Creative Media, Toronto, CA

*Clients: Honda, Citi, Bell Mobility, Jamieson Laboratories, Mold Masters, CD-ED*

**2004 - 2007**

**Company Director / Freelance Designer**

We Are Lucid, London, UK

*Clients: Bryant Homes, Seymourpowell, Red Letter Days, Rise Communications*

**2002 - 2004**

**Freelance Designer**

V-align, London, UK

*Clients: Panasonic, DJ Sasha*

**2001 - 2002**

**Interactive Designer**

Deepend, London, UK

*Clients: Nike, Playstation, Cartoon Network, PBS*

**1999 - 2001**

**PORTFOLIO**

[www.ephemeraldreams.com](http://www.ephemeraldreams.com)

**EDUCATION****Bachelor of Arts Degree with Honours**

Ravensbourne College of Design and Communication, London, UK

*Training in: Visual Communication Design, Interaction Design*

**1996 - 1999**

**National Diploma with Distinctions**

Kent Institute of Art and Design, Kent, UK

*Training in: Graphic Design, Visual Studies, Complimentary Studies*

**1994 - 1996**

# ACHIEVEMENTS

## ART DIRECTION AND CONCEPTUALIZATION

**ART DIRECTED** the 'Lancer Earth' website for Mitsubishi. Directed and led team to storyboard all 3D video scenes – taking the 08 Lancer across Canada, USA, Germany and Japan. Liaised with clients to present and discuss concepts, storyboards and designs. Art directed and oversaw production of video editing, music, copywriting, narrations, 2D/3D artwork and illustrations, designs and interactive development. Led the creative team to produce the 'BIG NEWS' interactive banner campaign. **RESULT:** A seamless fully interactive 3D video experience that utilizes the latest in AS3 technology. Won Favorite Website Award: Site of the Day on theFWA.

**ART DIRECTED and REDESIGNED** the community website 'Civic Nation' for Honda. Liaised with clients to conceptualize, present and discuss creative concepts for an engaging community portal. Designed and illustrated Civic Nation with winter and summer seasonality. Led a team including a 3D modeler and interactive partners, Crash Media, to produce Civic Nation's Suzuka Challenge – a racing game allowing community users to take part in monthly competitions and win prizes. **RESULT:** An innovative and engaging community website encouraging user participation and communication of 'love' for their Honda Civics with over 22,000 database registrants. Awarded Merit at the ADCC 2005 Awards and featured in Taschen's ICONS Web Design: Flash® Sites.

**CONCEPTUALIZED and DESIGNED** a brand new website for 'Britshorts' – Europe's Premier Short Film Studio. Worked closely with the Information Architect and CSS Developers to design highly stylized and user engaging templates. Produced animation spots and directed the music as well as liaise directly with clients to present and discuss creative concepts, storyboards, animations and designs. **RESULT:** Won the Silver Lion at the Cannes Cyber Lions 2001 Festival and awarded pick-of-the-week on Linkdup.com.

## PROJECT PLANNING AND OVERSIGHT

**ORGANIZED** and led a design team to re-design an e-commerce website for 'RedLetterDays.co.uk' with Poke, London UK. Interviewed and hired designers, supervised and art directed the design team, reviewed and approved artwork, photography and information architecture. Liaised with clients and their technical staff to present, discuss and manage delivery of creative assets. **RESULT:** A re-architected and re-designed website that is both sleek and user-centric which engaged users and helped facilitate sales. Reviewed by Revolution Magazine who praised the website as "... emerging as an industry standard".

**ESTABLISHED and INSTITUTED** an effective procedure in presenting and developing conceptual ideas and helping the client engage with the creative process for 'RiseCommunications.net'. Interviewed client to determine strategy and brand, created a series of investigative presentations to discover conceptual themes, visual look and feel, and integration of client's strategy. Art directed, designed and developed the website. **RESULT:** A thorough process that created a much more informed approach to the creative process leading to an original and innovative website that is easy to use and engaging generating a great deal of positive expectation about Rise as a company.

## ART EDITING AND QUALITY CONTROL

**DESIGNED and DEVELOPED** the website for 'Technics1210' with De-Construct, London UK. Organized 30 years of dance history and integrating culture with product. Brainstormed and designed the 'Sound Flyer' online mixing desk to help drive viral traffic and spread affinity to the brand via users. Proposed that user generated music be saved as a printable graphic and the idea was adopted for merchandizing customized T-shirts. **RESULT:** Attracted over 100,000 unique visitors during the initial 10 week campaign, 20% of those visitors returned more than once and Technics created a database of 30,000 email addresses. Awarded Macromedia® Shocked Site of the Day.

**ILLUSTRATED and DESIGNED** the creative concept for the 'NIKEPARK' mini CD-ROM game. Brainstormed with a core team of Multimedia Developers and worked under an extremely short timeframe to create 5 mini-games. Repurposed original poster artwork to create all game levels, interface designs and product sections. Led a team of Illustrators to create new artwork traced from the original television spot. **RESULT:** Over 250,000 copies of the CD-Rom were printed and distributed over London's regional NIKEPARK events. Game artwork featured on Adobe®'s Prestigious Design Showcase.