

wilfred wong

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profile

Art Director and Senior Motion Designer with extensive experience creating broadcast graphics, identity systems, and story-driven motion for major sports and entertainment brands. Contributed to high-visibility work for FOX Sports, Disney, and ABC Family and bring a mix of hands-on design craft, production awareness, and scalable workflows development that support high-demand. Previously taught at ArtCenter College of Design for over 12 years, mentoring 1,300+ students who currently work across leading studios, networks, social media, and creative organizations.

experience

Senior Motion Graphics Designer Fox Sports — Century City, California

June 2021 – Present

- Deliver story-driven motion graphics for **FOX NFL Sunday** and **FOX Sports Kickoff**, contributing to FOX's NFL broadcasts, which average more than 19M+ viewers.
- Contribute design and animation to major events including the **MLB World Series** and **Super Bowls LVIII & LIX** (the most-watched U.S. broadcasts, with 127.7M average viewers).
- Design and evolve branding and visual language for the NFL, MLB, NASCAR, INDYCAR, the FIFA World Cup, College Football, College Hoops, and network studio shows.
- Build After Effects templates and workflow systems to reduce turnaround time for design teams.
- Collaborate with directors, producers, marketing, and operations to maintain a unified look across broadcast, digital, and social platforms.
- Provide creative and technical support across compositing, motion, and AI-enhanced workflows.

Adjunct Faculty Motion Design

ArtCenter College of Design — Pasadena, California

September 2011–December 2023

- Taught motion design, animation, typography, storytelling and building storyboard with an emphasis on After Effects workflows.
- **Mentored 1,300+ students**, many of whom now work in entertainment, tech, streaming, gaming, and agency environments.
- Developed curriculum emphasizing concept development, motion language, and real-world production pipelines.
- Guided students in creating portfolio-ready projects aligned with industry expectations.
- Recognized through consistently strong student evaluations over 12 years of teaching, contributing to a high-demand, high-performing, industry-aligned curriculum.

Senior Motion Graphics Designer

Keep Me Posted (A Fotokem Company) — Burbank, California

June 2006–October 2020

Clients: **Disney Channel, Disney Junior, Disney XD, ABC Family**

- Designed broadcast branding and motion packages for Disney Channel, Disney Junior, Disney XD, and ABC Family.
- Supported the network's biggest series — including *Pretty Little Liars*, *The Fosters*, and *Switched at Birth* — helping shape ABC Family's visual style during its strongest programming years.
- Produced 1,000+ graphics annually across promos, on-air campaigns, upfronts, and digital content.
- Created cohesive identity systems spanning broadcast, print, digital, and marketing.
- Worked alongside finishing artists, producers, and editors to deliver polished final composites and broadcast-ready packages.

Clients: **Lionsgate, Warner Bros., CBS Studios/Paramount Television**

- Supported theatrical trailer finishing, 4K UHD preparation, QC workflows, and broadcast mastering.
- Recreated more than 1,000 VFX shots for the *Charmed* remaster (SD → 4K).

Art Director / Senior Motion Designer / Editor

Ignited Minds — Marina Del Rey, California

June 2004–June 2006

Clients: **Adidas, Sony PlayStation, Activision, Namco, Motorola, LA Weekly**

- Directed concepts, storyboards, animation, and editorial for commercial, broadcast, and live-event.
- Oversaw live-action shoots, 3D direction, and vendor management.
- Supervised designers, animators, and editors across multi-format deliverables.
- Produced large-scale sizzle reels for Sony PlayStation, Activision, and Namco for E3 2005 & 2006.
- Built AE template systems that supported a team of editors and two on-site production crews at E3 2005 & 2006, enabling fast-turnaround delivery of 40+ news-style interviews and event videos.

education

ArtCenter College of Design
Bachelors of Fine Arts
Graphic Design and Interactive

Pasadena College of Design
Associate of Arts
Business Administrative

expertise

Creative & Strategic

Creative Direction
Broadcast Branding
Visual Identity Systems
Story Development

Technical & Production

Motion Graphics & Animation
Compositing & VFX Integration
Template & Workflow Design
Typography & Layout Design

Leadership & Operation

Project Management
Team Collaboration & Mentoring

technical

After Effects • Cinema 4D
Photoshop • Illustrator
Vertex AI • Runway • Firefly
Final Cut Pro • Premiere
Photography • HTML & CSS
Letterpress Design & Printing