



Sung Hong
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604.715.3369

To: Ones who dare to change the world!

I thrive on creative energy.
I crave the thrill of the unexpected.
I love solving problems that doesn't have answers yet.
I am looking for that project that I can truly be passionate about.

Every day I have to learn something new from a good dose of daily challenges. Navigating through new territory is what gets me most excited. Constantly evolving, expanding and doing all of this with super talented people around me is my joy in life, and the reason for waking up in the morning.

You will be able to see from my resume that I have proven skills, and experience suited to lead and mentor a team of creative minds and technical wizards. Best work comes when artists and engineers can really work together, challenging their creativity and ingenuity. I'm one of those rare "Hybrids", Artistic yet Technical. I will have the vision, and then find the means to make it happen.

Only the lucky few get to do what they really love and then call it a job. But, we are the lucky ones. We didn't just find the pot of gold; we're actually living at the end of the rainbow. I really believe that the ones who dare to change the world never rely on luck. We make our own.

Here's my proposal. You give me the exciting challenge I've been looking for, and I'll show you the passion, dedication, initiative and leadership only found in comic book super heroes.

Lets discuss this exciting opportunity. Visit my website **ununu.net** for some examples of my work. You will find my latest work in stores now. I've worked on **Need For Speed: Pro Street, Undercover, Shift, and World Online** (currently in development).

I also personally keep a User Interface blog **2x5.in** and Character design blog **paldari.com** where I collect and research new ideas.

Thank you.

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Skills

Artistic

- Art Direction - Developing visual concepts and communicating that to the client and the team
- Creating Style guides and design documents
- Formal training in design concepts and knowledge of colour, composition and typography
- Concept drawing, illustration and Character design
- Traditional animation and motion graphics
- Photography

Digital

- Adobe suite of tools (Photoshop, Illustrator, Flash...) – second nature
- Compositing, Motion graphics and special effects (AfterEffects)
- 3D animation (Maya, Softimage, some zbrush)

Technical

- Developed Flash games / applications using OOP principles in AS2
- Action Script, Java Script, HTML / CSS / web standards, PHP
- Some experience with Objective – C and iPhone development

Game Development

- Usability expertise: user flow, wire frames, UI prototyping
- Agile development
- Scaleform, and EA proprietary tools FEng, APT

Awards & Recognition

- Multiple Webby award nominations and Macromedia site of the week – CBC TV - Zed website
- 2006 CNMA award Finalist – CBC TV - Zed website
- 2004 Emmy nomination for 'Advanced Media Technology' – CBC TV - Zed
- 2003 Gemini award nomination for 'Best Interactive' – CBC TV - Zed website

Education

Bachelors degree in Design, Emily Carr Institute of Art and Design, Vancouver BC : May 2000

- Major in Electronic Communications Design
- Focus in design and animation for the digital, interactive medium
- Courses in Human Computer Interaction, and Usability

Experience

Designer, National Film Board of Canada, Vancouver BC : June 2007 ~ current

- Design, Develop, and Produce interactive stories and content for interactive.nfb.ca

Lead Front End Artist, Black Box Electronic Arts, Vancouver BC : Apr 2007 ~ Mar 2010

- Need For Speed **World** – currently in development
- Need For Speed **Undercover** – Developed and wrote style guide and design docs as Lead UI Artist
- Need For Speed **ProStreet** – Senior User Interface Artist

Art Director, The Media, Vancouver BC : Spring 2007

- Art Directed production of motion graphics and animations

Art Direction, CBC Television Exposure, Vancouver BC : Feb 2007

- Overall look and feel, identity design, motion graphics, and website design for CBC Television Exposure
- Delivered Style guide to be used by production crew - typographic styling, web design, and motion graphic elements

Motion Graphics Design, StarGate - SG1 DVD, Vancouver BC : Winter 2006

- Title sequence design and Motion graphic elements for DVD content

Art Direction, Motion Graphics, Gemini Awards 2006, Vancouver BC : Sep 2006 ~ Nov 2006

- Overall look and feel, identity design, set graphics and motion graphics design for the live broadcast of the 21st Gemini awards which aired on Global TV

Senior Designer, Animator, CBC Television Zed, Vancouver BC : Jan 2002 ~ Jun 2006

- Developed and produced content for the award-winning, multi-platform flagship program, Zed
- Designed comprehensive branding and identity package for the pilot + 4 seasons of programming - concepts, logos, characters, show openers, print materials, merchandise and website design
- Created guidelines and manuals, and helped develop efficient work flow for the whole production team
- Designed Zed's website with focus on user experience, community, user-generated content, web standards and accessibility goals
- 3D animation, motion graphics, Flash animation for TV and web
- Developed interactive Flash games and Flash Communication server applications

Designer, Animator, Fusion Creative Inc., Burnaby BC : Mar 2000 ~ Jul 2001

- Lead a team of designers, and programmers in various projects
- Worked closely with clients to define requirements that satisfy their business goals

Designer, Total Media Inc., Burnaby BC : Oct 1999 ~ Mar 2000

- Graphic design for print, and web