

# FRANK KUO

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## Profile

Global creative leader passionate about making sustainable, beautiful, engaging and immersive designs. Provides structure and allows space for innovation, drives in house and external projects with strong knowledge of the diverse consumer marketing process, print and digital from initiation through final execution. Solutions oriented professional who implements effective creative operations while maintaining cost saving and high quality, ensuring successful business outcomes.

## Core Competencies and Skills

Project Management • Process Development • Time Management • Communication • Data Analysis • Operations • Creative Asset Management • Quality Control • Consumer Analysis • Strategic Planning • Packaging Design • Packaging Structure Development • Production • Brand Development • Graphic Design • Concept Development • Visual Communication • Creative Strategy • Sourcing • Vendor Relations  
Microsoft Office • Adobe Photoshop/Illustrator/InDesign/After Effects/Acrobat Pro  
Bilingual (English, Mandarin) • Certified Scrum Product (September 2020 - 2022)

## Professional Experience

### MINISTRY OF NATIONAL DEFENSE, TAIWAN R.O.C.

CONSCRIPTION SUBSTITUTE SERVICE PRIVATE, Social Affair Department, Taipei, September 2021 - January 2023

- Front desk officer in providing Senior and disabled citizens EasyCard services
- Provided English to Mandarin translation services for foreign citizens
- Supported district officials for day-to-day citizen affairs

### VICTORIA'S SECRET BEAUTY

Beauty & Body Care

PACKAGING PRODUCTION LEAD, Creative Ops & Production, New York City, July 2015 - August 2021

- Facilitated artwork production for 1000+ PINK beauty, lip, and body businesses beauty packaging artworks and asset collection annually
- Established strong partnerships with internal partners and liaised with all cross-functional teams to track status updates and develop solutions to complete work before deadlines
- Streamlined art files in management system and ensured project schedules stayed on track, making sure key milestones were met
- Collaborated with Creative, Copy, Engineering, and Regulatory departments to ensure accuracy
- Maintained and organized the archive server for all complete work to increase workspace efficiencies.
- Team lead for weekly cross-functional status meetings for all brands (VS and PINK)
- Monitored and administered creative resources and projects, status meetings, budgets and project expenses
- Maintained and organized the archive server for all complete work to increase workspace efficiencies
- Oversaw outsource production studios and in-house freelancers to maintain high productivity to the workflow
- Managed project tracker and co-led weekly status meetings with Director to review current projects and implement process improvement strategies
- Guided design team to establish new and regulatory compliant brand guideline standards across all products

### QUIRKY, INC.

Consumer Products & Electronics

PACKAGING PRODUCTION LEAD, New York City, November 2014 - June 2015

PACKAGING PRODUCTION DESIGNER, New York City & Hong Kong, June 2013 - October 2014

- Introduced sustainable packaging material and structure solution to the appliance line, resulting in reducing product cost 20%
- Created the first ever Mandarin packing instruction manual system for Asian OEM vendors resulting in minimizing communication errors between teams
- Inspected Chinese packaging vendors and OEMs during production
- Assisted Director of Packaging to manage day-to-day operations and managed packaging vendor relationship
- Maintained an average finished goods packaging cost of 7% MSRP over a three-year period despite MOQ averaging 5K, without sacrificing quality
- Developed and implemented artwork management for 200+ products, led structural development for power & electronics, kitchen, home, and outdoor categories
- Worked on packaging compliance and International Safe Transit Association (ISTA) testing
- Managed packaging information on Oracle Netsuite system
- Coordinated projects between New York and Hong Kong

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## Professional Experience (continued)

### THE VISION LAB

Technology Consulting Platform

FREELANCE LEAD BRAND CONSULTANT, New York City, February 2013 – May 2013

- Create a new set of standard creative brand guidelines in line with companys vision
- Responsible for sales pitch presentations, ensuring compliance with creative brand guidelines

### KITCHEN M CAFE

Restaurant

FREELANCE LEAD BRAND DESIGNER, New York City, August 2011 – February 2013

- Created brand identity (logo, business card, letterhead, product labels, brunch, and take-out menu designs) and in-store promotional menu boards

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## Education and Certification

### PRATT INSTITUTE

Master of Science, Communication Design , New York NY 2012

### PARSONS SCHOOL OF DESIGN

Bachelor of Business Administration, Design and Management, New York NY 2010

### CERTIFIED SCRUM PRODUCT OWNER (CSPO)

ID. 1264702, September 2020 - 2022

### GOOGLE DATA ANALYTICS

Certificate Program, January 2023 - Present