WING KA (PIKA) PAU

CREATIVE LEADER / ART DIRECTION / CREATIVE OPERATIONS / PRODUCT DEVELOPMENT
Washington, USA | wingkapau@gmail.com | (669) 232-0806
linkedin.com/in/wingkapau | pikapau.design

PROFESSIONAL SUMMARY

Experienced creative leader specializing in art direction, brand design, creative operations, and product development. Lead multidisciplinary teams, streamline creative workflows, and deliver brand experiences and physical products from concept through production. Background spans agency, healthcare, consumer products, insurance, and destination retail, with extensive cross-functional and international collaboration.

CORE EXPERTISE

Creative Direction • Art Direction • Team Leadership & Mentoring • Brand Identity • Creative Operations • Product Development • Packaging & Print • UX/UI • Campaigns • Motion Graphics • Vendor Collaboration • Asana • Figma

PROFESSIONAL EXPERIENCE

VELOCITERRA | Kent, WA | Apr 2024–Present

Creative Services Manager | Jan 2025–Present

- Lead creative services across six business divisions, overseeing creative direction, product development, brand consistency, and production support.
- Coordinate US and China teams across concepts, artwork, presentations, sampling, and production readiness.
- Direct merchandise development for destination retail clients including Space Needle, Meow Wolf, Flyover, and Planet Hollywood, supporting launches and repeat orders.
- Implemented Asana-based workflows and standardized creative documentation to improve project visibility and cross-functional handoffs.
- Partner with sales, marketing, and production on product innovation, website updates, campaigns, and DTF print processes.
- Recognized with a Q4 2024 employee award; promoted into creative services leadership in January 2025.

Project Manager / Graphic Designer | Apr 2024–Dec 2024

- Managed customer-facing artwork, product presentations, and creative projects in collaboration with sales and production.

WOODRUFF SAWYER | Senior Designer (Contract) | Mar–Dec 2023 | Remote

- Partnered with the Design Director to develop design systems, a design library, and brand guidelines.
- Produced consistent branded visual storytelling across design deliverables.

CHILL CREATIVE COMPANY | Art Director | Jul 2014–Dec 2022

- Directed brand, digital, UX/UI, motion, and integrated campaign projects; mentored designers and managed multiple client deliverables.
- Developed regional campaign style guides and toolkits for Fresenius Medical Care, including promotional, explainer, and tutorial motion graphics.
- Led creative work for Lee Kum Kee, Telstra, Amway Amagram, and WEEE Park across digital content, exhibitions, and brand experiences.
- Collaborated with clients on design reviews, user-focused improvements, schedules, and production quality.

MATTEL | Senior Graphic Designer | Oct 2013–Jul 2014

- Led Hot Wheels Trick Tracks packaging graphics, overseeing brand consistency, artwork, proofs, and print samples.
- Directed packaging photography and coordinated with headquarters and vendors on production, toy fair samples, and showroom preparation.

PAULDESIGN | Mar 2007–Jul 2013

Design Manager | Mar 2011–Jul 2013 • Senior Graphic Designer | Mar 2009–Mar 2011 • Graphic Designer | Mar 2007–Mar 2009

- Progressed into design leadership, overseeing designers, budgets, schedules, reviews, and delivery standards.
- Developed interactive, exhibition, and visual design for CIC Zero Carbon Building, Hong Kong Housing Authority, Octopus Hong Kong, and Hong Kong RFID Centre.

SALON FILMS | Graphic Artist | Sep 2006–Feb 2007

SELECTED CLIENT & PROJECT EXPERIENCE

Space Needle • Meow Wolf • Flyover • Planet Hollywood • Fresenius Medical Care • Lee Kum Kee • Mattel Hot Wheels • Woodruff Sawyer • Telstra • Amway

EDUCATION & CERTIFICATIONS

BA (Hons), Graphic Design | University of Sunderland | 2010–2012

Higher Diploma, Graphic and Media Design | Hong Kong Institute of Vocational Education (IVE), Sha Tin | 2003–2006

Google UX Design Certificate | Coursera | Aug 2022

Verified International Academic Qualifications | World Education Services | Jul 2021