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## ***The tl;dr version:***

### **. WHO I AM**

*Nice to meet you.*

**I'm an experienced creative, culture builder, brand interpreter, and team leader at the intersection of entertainment, lifestyle, and culture. I concept/write/design/direct/build cross-platform brands, campaigns, promotion for agency, studio, and brand clients. I'm a doer and director, C-suite collaborator and client delighter, but mostly I believe in the power of ideas. Really.**

### **. WHAT I DO**

*Triple threat? Five-tool player? Appropriate sports analogy!*

Writing taglines, copy, promos, briefs, strategy | Designing storyboards, styleframes, identity | Directing teams, live-action, editorial, cg/vfx | Creating campaigns, concepts, process | Building studios, culture, relationships | Communicating brands, ideas, stories, emotions | Delivering audiences, awards, measurable results.

### **. WHERE I'VE BEEN**

*Yeah, I've seen some things.*

Troika (Los Angeles, CA) | Hulu (Santa Monica, CA) | ABC Freeform (Burbank, CA)  
Loyalkaspar (Los Angeles, CA) | Huge Inc. (Los Angeles, CA)  
Sid Lee/Digital Kitchen (Los Angeles, CA) | Nickelodeon (New York, NY)  
Blind, Inc. (New York, NY) | Charlex (New York, NY) | Fuel (Santa Monica, CA)

### **. WHO IT'S FOR**

*It takes all kinds.*

Yahoo | PointsBet | AT&T | Willow | The CW | Riot Games | Peabody Awards | ABC  
Bleacher Report | PopTV | Dell | Blizzard | Wilson | NewsNation | AMC | Hulu Live  
ESPN | Accenture | Syfy | MSNBC | MOXI | MoMA | Laika | Fox | Webtoon | Marvel

### **. WHAT I'VE TAUGHT**

*Shaping the young minds that will replace us.*

Otis College of Art & Design, New York University (Tisch School of the Arts), Parsons School of Design, College of City of New York

### **. WHAT THEY THOUGHT**

*Bruce Mao's Manifesto #26: "Don't enter awards competitions...It's not good for you."*  
AIGA, BDA, Promax, Telly Awards, The One Show, Creativity Magazine, Webby Awards

### **. WHAT MORE IS THERE TO KNOW?**

*Glad you asked.*

Portfolio:

<https://www.melyounothing.com/>

***But most of all, thanks for reading.***

*(Continue on, dear reader, if I've got your attention)*

## ***The full Richard Eng experience:***

### **. WORK EXPERIENCE**

2022–Present

Branding & Creative Consultant (Los Angeles, CA)

Offering a bevy of services including branding, strategy, design, and copy.  
+ Recent clients include: CAA, Kresnicka Research & Insights, Asian Pacific American Institute for Congressional Studies, National Asian Pacific Center on Aging, Asian & Pacific Islander American Health Forum

2020–2022

Creative Director

Troika (Los Angeles, CA)

Led creative on multiple brand launches, rebrands and campaigns, including design, writing, concept, and animation.

+ Select projects: WGN News Nation, Webtoon, ABC7, Riot Games, Yahoo, Pointsbet, Wilson, LA Super Bowl 2022

2020

Design Manager

Hulu (Santa Monica, CA)

Developed creative and design for Hulu Originals, Live TV, and brand initiatives.

+ Campaigns (including A/V, OOH, Digital, Social) for Hillary, Normal People, Utopia Falls, Ramy, NFL Super Bowl, NCAA March Madness.

2018–2019

VP, Brand, Creative & Design

Freeform (Burbank, CA)

Managed a team of 50+ creatives to produce content for on-air, social, OOH, and experiential.

+ Day to day promotion, to show launches via multiplatform campaigns for all Freeform shows, including Good Trouble, Grownish, PLL: The Perfectionists.

+ Implemented brand evolution and initiatives, including the 2019 Brand Campaign.

2012–2018

Executive Creative Director

Loyalkaspar (Los Angeles, CA)

Directed every team on LKLA projects from conception to completion.

+ Collaborated on overall company vision, strategy, and business development.

+ Select projects: POP launch, Peabody rebrand, ABC redesign and strategy, children's museum (MOXI) launch, Bleacher Report brand strategy, AMC's Feed the Beast launch campaign.

2012

Freelance Creative

Huge Inc. (Los Angeles, CA)

Art-directed a new Dell project digital launch, from ideation to execution.

2010-2011

Executive Creative Director

Sid Lee/Digital Kitchen (Los Angeles, CA)

Charged with elevating creative, building a design department, and managing growth of AT&T U-verse, a multi-channelled 3-screen network for the IPTV platform with 3 million+ viewership.

+Led brand positioning, creative direction, and design for on-air and online member marketing.

+Collaborated on cross-office pitches and development for branding, marketing, and additional digital agency work for Gucci, NBC, TNT.

2010

Lead Designer

Nickelodeon (via Bob English, project lead) (New York, NY)

Led design for Nickelodeon One Brand initiative.

+Developed creative, positioning, and identity for overall Nickelodeon networks rebrand.

2009-2010

Director/Creative Director

Blind, Inc. (New York, NY)

Pitched and oversaw all aspects of design and live-action for commercial and broadcast projects.

+Select projects: image campaign for the Syfy rebrand, and branding for HSBC, Accenture, and Walmart.

2006-2008

Senior Creative Director, VP

Charlex (New York, NY)

Spearheaded creative concepting, design, animation for broadcast commercials.

+Established and grew design team to pivot company business.

+Oversaw \$15+ million in account work for Verizon, JC Penney, AT&T, Charles Schwab.

+Branding for ExxonMobil, OnStar, MSNBC.com.

+Won multiple pitches and grew existing client relationships.

2004-2006

Creative Director

Fuel (Santa Monica, CA/New York, NY)

Guided all creative in LA and NY offices for branding and design for broadcast and commercial projects.

+Opened of NY office.

+Select projects: OLN(Versus) rebrand, MTV, Best Buy, OLN, CellularSouth, JPMorganChase.

**. EDUCATION**

West Virginia University  
Reed College of Media  
Integrated Marketing Communications

New York University  
Tisch School of the Arts  
MPS, Interactive Telecommunications

Brandeis University  
BA, American History

*And thank you again.  
I'll thank you a third time in person if you'll let me.*

