

Kenny Ng

Creative Brand Strategist Focused on “The Look” That Converts

(786) 683-9604 | kenny@kennyng.us

kennyng.us | [linkedin.com/in/kenny-ng-us](https://www.linkedin.com/in/kenny-ng-us)

Snellville, GA



Professional Summary

Creative and strategic design leader with 20+ years of experience shaping brand identities, digital experiences, and content systems across consumer goods, e-commerce, and lifestyle sectors. Known for blending visual precision with data-driven thinking—whether launching mushroom coffee brands, optimizing conversion funnels, or architecting CRM journeys. Adept at leading cross-functional teams, mentoring creatives, and delivering scalable design solutions that look right and perform better. Passionate golfer and active league member with deep insight into audience psychology and niche engagement.

Professional Experience

Creative Director

MD Natural Care — Jan 2021–Present

- Spearheaded brand development and launch of Brewsh, a mushroom-enhanced coffee line, surpassing engagement projections by 40% in its first quarter.
- Directed integrated marketing campaigns across digital and print, contributing to a 5× increase in online sales within 12 months.
- Oversaw website redesign and lead generation strategy, resulting in a 60% boost in conversion rates.
- Built CRM email flows and landing pages to improve retention and AOV.
- Managed cross-functional creative teams and vendors to deliver assets under tight timelines.

Creative Director

Thick Stock Print — Jan 2024–Present

- Developed brand identity and unique selling proposition focused on transparency in shipping and taxes, reducing cart abandonment by 35%.
- Led creative execution for product packaging and e-commerce assets, contributing to a 20% increase in repeat purchases.
- Implemented streamlined project workflows, reducing production turnaround time by 25%.

Graphic Designer

Kingdom Advisors — Jan 2008–Feb 2025

- Designed visual branding for annual conferences, helping scale attendance from 600 to over 3,000.
- Produced environmental graphics and digital assets in collaboration with IT and executive teams, enhancing attendee experience and brand cohesion.
- Supported marketing efforts that contributed to a consistent 15% year-over-year growth in conference engagement.

Art Director

K2 Evolution — Jan 2004–Dec 2008

- Created recruitment and retention campaigns for ReMax regional offices, contributing to a 20% increase in agent acquisition across Florida and the Carolinas.
- Delivered targeted advertising and marketing collateral that improved regional brand consistency and agent engagement.

Creative Director

Creative Walk — Jan 2002–Dec 2004

- Led point-of-purchase display design for Sony, Toshiba, and Walmart, resulting in double-digit lift in in-store product visibility.
- Partnered with national floral distributors and packaging providers to develop scalable display systems used across 300+ retail locations.

Art Director

Alison Group — Jan 1999–Dec 2002

- Collaborated with Diageo on retail display campaigns for Johnny Walker, Malibu, and Jose Cuervo, contributing to a 15% increase in seasonal product sales.
- Delivered creative assets for national promotions across liquor and lifestyle categories, enhancing brand shelf appeal and consumer engagement.

Creative Director

Khameleon Communications — Jan 1993–Dec 1999

- Developed collateral campaigns for Florida's largest healthcare system, supporting patient outreach and internal communications.
- Created national catalog campaigns for a consumer electronics company, driving 25% growth in direct-to-consumer orders.

Portfolio Highlights

Brewsh Brand Launch

Led the end-to-end development of Brewsh, a mushroom-based coffee brand, from concept to shelf. Defined visual identity, packaging, and digital storytelling. The launch exceeded engagement targets by 40%, gaining traction with wellness communities and driving strong early adoption across social platforms.

Thick Stock Print Identity

Created a trust-first brand strategy for a premium print company, focusing on transparency, clarity, and emotional resonance. Redesigned packaging and e-commerce UX to reduce friction and build customer confidence, resulting in a 35% drop in cart abandonment and a notable increase in repeat purchases.

Conference Experience Design

Directed visual branding for large-scale financial conferences, scaling design systems to support growth from 600 to over 3,000 attendees. Delivered cohesive print, digital, and environmental assets that enhanced attendee engagement and contributed to consistent year-over-year growth in participation and brand recognition.

Retail Display Systems

Designed and delivered scalable retail display systems for national campaigns with Sony, Walmart, and Diageo. Collaborated with cross-functional teams to create high-impact in-store visuals that improved product visibility and drove double-digit sales lifts across multiple consumer categories and retail environments.

Skills & Tools

- Brand Identity & Visual Systems
- UX Writing & Content Strategy
- Product Design & Prototyping
- AI-Enhanced Design Workflows (Figma Make, Canva, Midjourney)
- Conversion Optimization & Funnel Strategy
- Cross-Functional Team Leadership
- Packaging & Environmental Design
- Strategic Campaign Development

References

Upon request

Contact Kenny Ng

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