

PUI KI WALLIS WONG

Senior Production Designer | Experiential, Exhibition & Event Design

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SUMMARY

Senior production designer with 15+ years leading large-scale exhibition, publication, retail, and campaign design for a global B2B brand. Skilled at translating complex content and floor plans into high-impact visual systems, from environmental graphics and annual reports to retail rollouts and explainer infographics. Comfortable across print, digital, and campaign design — open to production design, exhibition/event design, and broader graphic design roles.

EXPERIENCE

Topcon Positioning Systems — Livermore, CA

Feb 2014 – Jun 2025

Senior Production Designer

- Designed environmental and booth graphics for 20+ major global trade shows a year, including CONEXPO (booth footprint up to 15,000 sq ft), BAUMA, Agrishow, World of Concrete, World Ag Expo, World of Asphalt, MCAA, Farm Progress, and Kubota Connect — translating floor plans and dimensions into on-brand backdrop and display graphics delivered on tight show deadlines
- Contributed design and layout work to 25+ annual reports across 15+ internal business units and clients, translating dense content into clear, reader-friendly visual narratives
- Supported a brand rollout across 13+ dealer retail locations, applying a documented brand playbook and partnering with the brand team to standardize templates and guidelines for a consistent, elevated in-store experience
- Produced explainer graphics and infographic systems that translated complex positioning technology into simple, reusable visuals for customer-facing and internal training materials
- Led creative concept and production for the LN-150 “Jack of All Trades” campaign, designing a custom illustrated playing card deck to highlight product features, plus an animated version for email and social media that boosted engagement across channels
- Built and maintained a centralized Asana + Dropbox system to organize and track brochures and datasheets across regions, contributing to a broader shift toward centralized digital asset management

DTZ — iSQUARE Shopping Centre, Hong Kong

Nov 2009 – Apr 2013

Graphic Designer

- Designed and executed monthly promotional campaigns plus major seasonal campaigns (Christmas, New Year, Chinese New Year, Easter, Summer) to drive customer traffic to the mall, including events featuring celebrity guest appearances
- Supervised event design work, decorations, and backdrops across all mall campaigns and promotions
- Produced large-format graphics, mall directories, shopping guides, posters, and banners; maintained the corporate website and social media updates (Facebook, Weibo), and oversaw in-mall video production for seasonal events

Mayway Corporation — Oakland, CA

Feb 2008 – Sep 2008

Graphic Designer

- Developed product marketing materials including packaging, catalogs, and brochures for product launches and promotions
- Prepared print-ready production files

EDUCATION

B.A. in Graphic Design — San Jose State University

SPECIALIZATIONS

Exhibition & Booth Design | Environmental & Event Graphics | Publication & Editorial Design | Retail Brand Rollout | Packaging Design

TOOLS

Adobe Illustrator, Photoshop, InDesign, After Effects | Figma | Asana