

# TONY TUNG

Creative Director / Digital + Video + Experiential

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## EXPERIENCE

### Freelance, Oculus AR/VR Creative & Marketing Team

#### Facebook

March 2019 - Present

📍 Los Angeles + Menlo Park, CA

### Global Head of Creative | Digital and Video

#### SPIN MASTER

March 2017 - January 2019

📍 Los Angeles, CA + Toronto CAN

I was responsible for spearheading creative content campaigns on a multitude of toy and entertainment brands. From the development of integrated campaigns to making television commercials and online content, I oversaw all digital creative initiatives domestic & international at this billion dollar toy company.

### Head of Creative & Production, Partner & Co-Founder

#### CLONELESS MEDIA

June 2014 - Present

📍 Los Angeles, CA + Portland OR

We developed a patented Visual FX and Post Production platform that can dynamically change video in nearly real-time. We were recently honored to win two Cannes Lions (2018) for our work with Google Cloud and NCAA March Madness, where we helped create the world's first AI-generated real-time broadcast commercials.

### Executive Creative Director, YouTube Red

#### HOOK STUDIOS

September 2015 - October 2016

📍 Los Angeles, CA

Led and managed a creative and design group working on flagship product launches and digital strategy for our smart friends at Google and YouTube. Creative oversight of YouTube Red, Google Express, and Google Maps.

### Associate Program Director, Nike North America

#### AKQA

April 2015 - September 2015

📍 Portland, OR

Oversaw production and creative strategy for the Nike North America business during a new launch initiative.

### VP, Director of Interactive Production

#### CRISPIN PORTER + BOGUSKY

July 2009 - June 2014

📍 Boulder, CO + Los Angeles, CA

Honored to be a part of an award-winning era of creative and interactive production; Digital Agency of the Year at Cannes, Agency of the Year by Adweek, and Agency of the Decade by AdAge. Accounts covered during tenure: Microsoft, Best Buy, Domino's Pizza, Burger King, and the Tonight Show with Jimmy Fallon.

### Creative Director

#### SHARE YOUR TABLE (TIME WARNER CABLE NETWORKS)

July 2005 - June 2009

📍 Honolulu, HI + Tokyo, JP

Oversaw visual and creative direction of food & wine video content. SYT was a content launch partner for Time Warner Cable Networks iTV platform.

## AWARDS

- :: CommArts Interactive Annual
- :: Cannes - Bronze Lion (Cyber)
- :: Cannes - Bronze Lion (Promo)
- :: Clio - Bronze, Interactive
- :: Clio - Gold, Interactive Apps (Mobile)
- :: Clio - Silver, Content and Contact
- :: CLIO Awards - Silver CLIO
- :: Clio - Bronze, Innovative Media
- :: One Show Entertainment (Gold)
- :: FWA Mobile
- :: FWA SOTD
- :: One Show - Interactive Silver Pencil
- :: Art Directors Club - Bronze Cube
- :: D&AD Awards - InBook

## EDUCATION

University of California, Los Angeles

Year 1: School of Arts, Fine Arts

Year 2: School of Arts, Design

Year 3: Business/Psychology

Year 4: Sociology

(UCLA) B.A. Sociology, 1996

Specialization: Organizations

## STRENGTHS

Leadership

Mentorship

Problem solving

Pitching

Creative conceiving


Production knowledge

## EXPERIENCE (Continued)

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### **Creative & Producer, Product Research and Design Group**

#### **DISNEY ABC TELEVISION GROUP**

February 2006 - August 2008  Burbank, CA

Created Disney ABC branded experiences for television, internet, and mobile. The main focus of our group was to leverage existing brands and create new ways to interact with them. Properties included: ABC, ABC News, Kim Possible, Lizzie McGuire, Hannah Montana, The Suite Life of Zack and Cody, That's So Raven.

### **Creative Director (PREL), Program Director (NEARStar)**

#### **PACIFIC RESOURCES FOR EDUCATION AND LEARNING**

October 2001 - April 2007  Honolulu, HI

Oversaw NEARStar, a Federal STAR SCHOOLS program and multiple award-winning, animated and gameplay-driven online early reading program licensed to Scholastic, Inc. Lead the creation and production of over two hundred animated episodes and more than thirty five digital games.

### **Executive Producer and Co-Founder**

#### **MUTATION LABS**

June 1998 - June 2001  Santa Monica, CA + New York City, NY

Co-founded Ur Studios and Mutation Labs with Chris Cole, who co-wrote SMP with Stephen Wolfram, version zero of Mathematica. Mutation Labs specialized in creating Shockwave and Flash games, and I oversaw creative, technical, and marketing initiatives. Clients included: Disney, Nickelodeon, MTV, New York Times, MLB, Sesame Street Online, and Comedy Central.

### **Visual Designer**

#### **THE WALT DISNEY COMPANY (DISNEY ONLINE)**

January 1997 - June 1998  North Hollywood, CA

Designed 2D and 3D games and next-generation community building tools (chat, co-op drawing, Tamagotchi-style virtual pets, animated emails). Game credits include: Aladdin's 3D Theater, Ariel's Enchanted Seas, 101 Dalmatians Adopt-A-Pup, Pocahontas Pow-Wow Paint.

## SPEAKING ENGAGEMENTS

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- + Speaker, MIMA Summit, "Design Perspectives: Ideas from Forward Thinkers" (2016)
- + Presenter, AICP NYC, "Creating Video at the Speed of Social" (Jun 2015)
- + Lecturer, University of Colorado at Boulder, "Integrated Production 101", (2009 - 2014)
- + Speaker, AdFed MN, "Lessons from the Digital Production Playbook" (2013)
- + Panelist, Technology Media & Arts Program, ATLAS Institute (2013)
- + Juror, Getty Images MishMash Competition (2012)
- + Presenter, United Nations (Educational, Scientific and Cultural Organization - UNESCO), Asia Development Bank Institute (Tokyo), Mobile Learning in Education, (2005)
- + Presenter, World Bank, Hanoi VN, M-Learning Case Studies (2005)
- + Instructor, Disney Online: Pixel Perfect Series, "Production Workflow: Optimizing", (2001)
- + Lecturer, University of California, Irvine, "Digital Portfolio Prep and Presentation", (1999, 2000)

## PATENTS & PUBLICATIONS

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*UNESCO (United Nations Educational, Scientific and Cultural Organization) and Asian Development Bank Institute Report: Mobile Learning for Expanding Educational Opportunities (Co-Author)*

*US PATENT: MOVIE MODE AND CONTENT AWARDING SYSTEM AND METHOD - United States US20120064874 or US 9026102 B2 (Listed Inventor)*

*US PATENT: DYNAMIC VIDEO: VFX & POST PRODUCTION PLATFORM (Listed Inventor)*

## PERSONAL INTERESTS

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Innovations in storytelling technology (dynamic video)

Stories around food, culture, design.

Coffee table quantum physics.

Role of technology in learning.

Snow Crash and The Diamond Age.

Bioenergetic healing modalities.

Tonkotsu ramen.

Omakase sushi.

Dim sum.