



MOMA WILWAYCO

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Education

RHODE ISLAND SCHOOL OF DESIGN Providence, Rhode Island	Bachelor of Fine Arts, Graduate with Honors, Graphic Design 2016
BROWN UNIVERSITY Providence, Rhode Island	Liberal Arts, Computer Science 2016
HARVARD BUSINESS SCHOOL ONLINE Cambridge, Massachusetts	CORe Credential of Readiness, Business/Managerial Economics 2021

Design Experience

01/2022 - 05/2022	PACKABLE Senior Digital Designer New York City, USA	Packable is a leading multi-marketplace, e-commerce fulfillment platform. It provides CPG brands with connections, data insights, and services needed to enable accelerated online marketplace sales. Additionally, I collaborated with the Art Director by creating 360 marketing materials for multiple brand campaigns. Produced content for creative development, user experience, e-commerce interface design, and Amazon AWS to deploy on DTC sites. Lead creative strategy meetings on Social Commerce.
03/2018 - 05/2021	PVH CORP. Digital Designer New York City, USA	PVH is a leading American clothing company that houses Heritage brands—I worked on developing the module pages for their new DTC site under the Creative Director. I assisted the Art Director in producing content for the Stylebureau, IZOD, Van Heusen & Speedo brands. Including seasonal brand campaigns and production, social media content, site updates, Amazon AWS and creative strategy for WEB/CRM marketing.
01/2018 - 03/2018	CREATIVEFEED Art Director New York City, USA	Creativefeed is a digital marketing agency specializing in luxury fashion and wine/spirits brands. I produced art direction for influencer campaigns, event design and User Interface/User Experience design for B2B landing pages. (Clients: Louis XIII, J.Mclaughlin, Keosys)
08/2016 - 12/2017	AMIHAN GLOBAL STRATEGIES Creative Director Los Angeles, USA	Amihan Global Strategies is a international technology start-up that specializes in providing Big Data Analytics and Cloud Infrastructure. I produced Brand Identity for the organization, served as design lead for e-commerce mobile application development and UX strategy for loyalty program launch on desktop/mobile e-commerce marketplaces. (Clients: GABC and BDO).
08/2014 - 08/2015	KAYA COLLABORATIVE Chief Creative Washington DC, USA	Kaya Collaborative is a non-profit founded on the ideals of mobilizing diaspora youth as partners to long-term, locally-led social change. Established Kaya Co. Brand identity through brand guidelines, merchandise, brochures, and information graphics. I managed all 360 creative marketing and presentation design.

Skills

Creative Adobe Suite (Illustrator, Photoshop, Indesign, After-effects, Premiere) Kinetic Design, Web Design, HTML/CSS, Prototyping (Figma/Invision), Wireframing, User Experience, User Interface and UX writing, A/B Testing, WEB3, AR/VR, Print Design, Multi-lingual (English, Tagalog and Italian), Curating Spotify Playlists for the office.