SUNG HONG

www.design218.com

SUMMARY

Award-winning Senior Designer with 15 years of experience leading visual strategy for federal, defense, and commercial sectors. Expert in transforming complex solutions into compelling visuals—supported **$30B+ in contract wins** across Fortune 250s and small businesses. Trusted by executives for design leadership, efficiency improvements, and brand innovation.

SECURITY CLEARANCE

Active clearance

EDUCATION & HONORS

- Rhode Island School of Design – BFA, with Brown University cross-registration
- U.S. Fulbright Scholar (2021–2022)
- MARCOM Platinum Award Winner (2017)

TOOLS & CERTIFICATIONS

Adobe Creative Cloud | Figma | SharePoint | HTML/CSS/JS | Drupal/WordPress
Shipley Master Proposal Workshop | BAE Systems Shipley Certification

PROFESSIONAL EXPERIENCE

Arcfield – Sr. Artist V | 6/2025 – Present

- Supporting IC community mission programs (details classified).

Leidos – Sr. Principal Conceptual Graphic Designer, FEDSIM Lead | 6/2022 – 6/2025

- Established **FEDSIM Center of Excellence**, authored SOP, and optimized workflows.
- Directed design teams on multi-billion-dollar proposals; **$4B+ FEDSIM wins**.
- Partnered with SVPs/VPs to deliver high-impact visuals for federal vehicles.

Northrop Grumman / Peraton – Sr. Graphic Designer, FEDSIM Lead | 4/2020 – 6/2022

- Led senior design teams; developed processes for **multi-billion-dollar bids**.
- Spearheaded graphic standards and mentored designers, raising proposal quality.
- Implemented agile workflows, streamlining capture support operations.

WMATA (via Lumenor Consulting) – Senior Graphics Consultant Lead | 10/2018 – 4/2020

- Directed design for **$15B Capital Improvement Plan**.
- Built monthly executive dashboard (400+ data points) for decision support.
- Streamlined SharePoint workflows; mentored junior design staff.

Leonardo DRS – Manager, Publications & Graphics | 7/2018 – 10/2018

- Delivered **$1M+ cost savings** through process improvements.
- Led six-person design/editorial team; authored IBM DOORS SOW.

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ERPi – Senior Consultant / Senior Web Developer Lead | 2017 – 2018

- Led team of 8 designers on VA Choice Program; reduced subcontractor costs.
- Supported major VA initiatives (Suicide Prevention, EHR, Women Veterans).

BAE Systems – Creative Media Services Specialist | 2016 – 2017

- Produced proposal graphics securing **$1B+ in wins** for Intelligence sector.
- Directed branding across proposals, marketing, and executive communications.

DHS OCIO (via CCSI) – SharePoint Web Content & Graphics Administrator | 2013 – 2015

- Rebranded DHS OCIO SharePoint enterprise sites (300+ sites).
- Delivered mission-critical visuals presented to **DHS Secretary & White House**.

Brasfield & Gorrie – Senior Creative Services Coordinator | 2009 – 2010

- Developed regional branding strategy; supported **$100M–$1B+ bids**.

Earlier Roles: EES (2010–2012), CCSi (2012–2013). Led federal proposal design, branding, and web strategy for DHS, DOE, and Fortune 500 partners.

(Recommendations are on the next page)

U.S. Department of Homeland Security
Washington, DC 20528

Homeland Security

Christopher James
Creative Computing Solutions, Inc.
Washington DC 20001

Dear Mr. James,

I am writing to express my gratitude and appreciation for Sung Hong as a member of our OCIO Front Office Strategic Communications Division. Sung has proven himself to be an invaluable member of our team and his work has directly increased the efficiency and effectiveness of our communications within OCIO.

Sung's talent in graphic design has been noted throughout OCIO, and office programs and processes have benefited from his artistic eye and creative mind. When faced with a challenge, he often comes up with innovative solutions. In the very few times he has not had a solution, he has quickly and efficiently taken it upon himself to research and provide options. Working with Mohamed Malik on rebranding our internal communications sites, he developed a much more attractive and user-friendly product with an enhanced ability to store, access, and communicate information between program offices and with OCIO staff.

Additionally, we appreciate Sung's commitment and willingness to go the extra mile by ensuring we have products within tight deadlines. We look forward to continuing to work with Sung and benefiting from his abilities.

Sincerely,

Barbara Whitelaw
Chief of Staff
Office of the Chief Information Officer
Department of Homeland Security

I've known Sung Hong for more than ten years as both a colleague and a friend. In that time, I've known Sung to use data and graphical storytelling to convey very complex content surrounding a $1b proposal. I've also observed Sung using simple graphics to explain the impact of public health issues (e.g., Diabetes) to volunteer organizations.

When you choose Sung for this prestigious program, he will not only embrace the culture of his new host country but will also apply his data analytics and storytelling capabilities to work with new audiences and address new data-driven issues.

In my 25 years of serving in roles as diverse as a CIO and CTO I've never found anyone as skilled as Sung at analyzing any topical question or problem, identifying potential data sources to solve the problem, form a hypothesis to address the problem, and leverage his graphical storytelling skills to present the data-driven explanation in a way that is understandable.

Sung has an excellent ability to schedule and manage his own, and he has served as a mentor to other team members providing them with help and assistance when needed.

As I close my recommendation for Sung, I would be remiss not to highlight his communication and teamwork skills. Sung is well-spoken and often takes the lead to explain difficult concepts using only a whiteboard. Past colleagues have always spoken highly of Sung's willingness to help or provide mentorship.

Sincerely,

Stuart Rabinowitz,
MBA, MSHI/Chief Strategist at theta