

Pakwing Man joins Uxus's creative team

Retail and hospitality consumer experience agency Uxus, part of the Interpublic Group of Companies (IPG), has added Pakwing Man to its creative team as creative technologist.

Man will collaborate with the design and strategy teams to develop future-focused concepts. The retail and hospitality industries are rapidly evolving, and especially in light of the recent coronavirus pandemic, he will enable Uxus to provide clients with 360-degree solutions that utilise emerging and innovative technologies to help navigate consumer behavior, helping to create superior customer experiences and to future-proof businesses.

His new role follows an extensive career as a retail experience designer and an experimental brand marketer. Before joining Uxus, Man was based in Shanghai where he served as Nike's retail experience technologist, spearheading a number of the brand's 'phygital' retail spaces that merged traditional bricks and mortar with innovative digital technologies.

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