

Overview

As a graphic designer and illustrator for over ten years, I participate in the conceptual and developmental process for advertisements, editorial layouts, corporate identities, collateral pieces, and newsletters. I consistently exceed expectations by meeting challenging deadlines and demonstrating my proficiency in design, prepress applications, and hand illustrations on dozens of projects.

Work Experience

11/06 to Present

Zonic Design and Imaging, San Francisco, CA

Graphic Designer

Designing direct mail advertisements, collateral pieces, and corporate identities

Developing monthly marketing campaigns consistent with client branding initiatives

Managing and coordinating production workflow

Setting up digital files for prepress

Planning and formatting design files for variable data

Illustrating various special projects

09/97 to Present

Freelance Graphic Artist

Designing corporate identities, newsletters, websites, posters, and packages

Illustrating icons and various special projects

Creating, updating, and maintaining websites

01/99 to 10/06

Piper's Vision Marketing and Design, San Jose, CA

Senior Graphic Designer and Illustrator

Designed advertisements, magazine layouts, corporate identities, and collateral pieces

Provided illustrations for magazine stories, cartoons, and various special projects

Trained new associates on various design applications

Awarded 2002, 2004, and 2005 Employee of the Year

06/99 to 12/99

Jesanda Advertising, San Jose, CA

Assistant Art Director

Created advertisements, corporate identities, and collateral pieces

Education

08/97 to 05/00

Bachelor of Science, Advertising with emphasis on Graphic Design

San Jose State University, CA

SJSU College of Applied Sciences and Arts 1998 College Diversity Award

Active member of the SJSU Advertising Club, an AAF college chapter

Skills

Proficient in InDesign, Photoshop, Illustrator, Acrobat, XMPie Variable Data Software, Dreamweaver, Heidelberg Prinect Prepress, Microsoft Office, and Keynote (Mac and PC)

Intermediate knowledge of HTML code

Experienced in copywriting and studio art

Fluent in Chinese (Cantonese and Mandarin)