

## Objective

To help a company maximize its profits while being in a challenging community that allows me to expand and improve my skill set.

## Software Skills (proficient on both Macintosh and PC Systems)

Adobe Photoshop CS 2

Adobe Illustrator CS2

Macromedia Flash

Adobe InDesign CS 2

Macromedia Dreamweaver

HTML/CSS

## Education

### *Attended University of California, Davis from 2000 - 2004*

Bachelor of Arts Psychology, Bachelor of Arts Communications, Minor in English

## Work Experience

### *San Pacific International*

*Designer*

*September 2006-Current*

*South San Francisco, California*

- Design, completed, and executed all graphical and print collateral whilst maintaining company identity across all customer touch points.
- Conceptualized and created monthly web-based ad campaigns with little to no direction from supervisors. Submitted designed graphical files to any print publications with tight deadlines.
- Maintained and designed three separate websites. Website design included extensive self-study and use of CSS, along with incorporating a new database system.
- Worked with management and product design team to develop consistent design and marketing. Contributed directly to new product design for each design cycle.
- Made all design choices on print material including paper finish, quality control, and proof approval. Communicated with print companies to develop schedules for printing catalogs.
- Gathered design briefs at meetings, then devised various mockups representing significantly different design directions. Presented marketing ideas to management on a regular basis.
- Designed drink label for aloe based drink for sister company.

### *Creative Media*

*Graphic Designer*

*Jun 2002 – Dec 2002, Jan 2004 – Aug 2004*

*Davis, California*

- Created and developed visual concepts for on and off campus organizations under tight deadlines. This involved online and offline marketing campaigns, company and unit branding, brochures and publications, and various marketing collateral.
- Worked in a design team as well as individually to find consistent, effective visual solutions to create engaging final products.
- Streamlined and established a solid understanding of technical pre-press matters as well as, but not limited to: project layout, information design, and typography.

### *ClientReady.com*

*Web Design Intern*

*October 2001 – March 2002*

*Davis, California*

- Generated an assortment of web templates for client purchase under obligatory weekly deadlines and weekly assessments.
- Classified and prepared websites into various categories for sister company (coolhomepages.com) to create a solid understanding of different types of quality design.
- Completed weekly assignments which dealt directly with website usability, use of relevant design programs, pre-project conceptualization and visualization, and managing deadlines.

## Other

Partly Tri-lingual English/Spanish/Chinese