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SEEKING POSITION

Senior Designer/Digital Production Designer

Energetic, determined and honest Design and Production Professional with more than 12 years of experience in print and 4 years in digital production. Exceptional communication and strong interpersonal skills make the candidate effective team player with different clients and staffs across various departments and job levels. Prominent doer and critical thinker improve customer service and create goal-oriented working environment. Focused professional is actively seeking a role as Senior Graphic Designer demonstrate competent proficiency in design, analysis, project planning and execution, time and team management, and problem solving.

- Strategic Planning & Decision Making
- Adept in Graphic Design
- Excellent Customer Service Skills
- Management & Leadership Skills
- Scheduling/ Workflow Administration
- Innovative Problem-Solving Skills

PROFESSIONAL EXPERIENCE

CORE Group Marketing New York, NY

Freelance Digital Production Designer 2016

- Executed Digital and print assets for multiple clients' exclusive real estate listings in a fast pace environment.

Wieden + Kennedy New York, NY

Freelance Digital Production Designer 2016

- Executed Digital assets and presentations for big name clients such as Equinox, Sprite, Bud Light and Delta.

Howard Hughes Studios NYC New York, NY

Freelance Digital Production Designer 2015–2016

- Executed marketing and advertising projects and campaigns ranging from large format printing to print collateral, print advertising, online advertising, email blasts, social media and video promotions for the Design Studio Store.
- Ensured that all creative deliverables met internal standards and client objectives .

Amplify New York, NY

Freelance Digital Production Designer 2015

- Used style guides to develop layouts for extensive interactive learning app for middle schoolers.
- Color corrected and edited illustrations for use on each slide of the app.
- Prepped files for handing over to the developers.

Eyeball New York, NY

Freelance Graphic Designer & Production 2014–2015

- Used style guides to develop layouts for gardening soil product.
- Implemented design to the various product sizes; adjusted illustrations and copy, keeping the brand consistent across the board.
- Liased with client over revisions to finalize design files
- Prepped design files for handing over to the printer.

Condé Nast New York, NY

Digital Production Designer (Epicurious.com) 2012–2014

- Provided image asset management; prepped image files including composting, retouching, resizing and compressing.
- Handled photo research and also oversaw front-end HTML/CSS production and modifications.

Matter, Inc. New York, NY

Freelance Graphic Designer & Production 2014

- Brainstormed options for design treatments with Art Director and other teammates.
- Comped and mocked up options to present to client for approval.
- Used style guides to develop branding for large scale Unilever conference.

Agency Sacks New York, NY

Freelance Graphic Designer & Digital Production 2011–2012

- Coordinated clients and account managers; interpreted client's business needs based on objectives and requirements.
- Presented quotes to clients; innovated designs, concepts and ideas within the constraints of cost and time.
- Administered proofreading procedures to produce accurate, high-quality and error-free final output.
- Advised options for design treatments; engineered designs according to the clients' final judgments.

Source Media, Saatchi & Saatchi New York, NY

Freelance Graphic Designer & Production June 2011–Dec 2011

- Identified clients' requirements and budget; prepared rough drafts of project timeline and costing.
- Developed concepts, graphics, images and layouts for product models, company emblems, and website.
- Assessed size and arrangement of illustrative material and copy; facilitated font style, font size and format of designs.
- Reviewed final layouts; coached improvements and revisions on designs, prints and productions.

Dysart Ventures, Healing Foods To Go & 5and2 Foundation New York, NY

Freelance Digital Designer 2011

- Negotiated with clients to discuss requirements and project progress; supervised web designs and layouts.
- Planned website design based on requirements and goals; engineered functionality and appearance.
- Maintained site appearance through writing content and display standards; edited images, icons and banners.

Maisonette 1977 New York, NY & Hong Kong, HK

Freelance Graphic Designer 2009–2011

- Generated work designs by gathering information and materials; evaluated data and components.
- Guided graphic designer assistants on product design and layouts; created a goal-oriented working environment.
- Organized rough drafts to client for approvals; reviewed design samples, catalogs and templates.
- Directed colors, textures, shapes, photography and animations; arranged overall graphical elements.

Direct Brands, Inc. New York, NY

Senior Graphic Designer 2003–2010

- Programmed the creation of all visual designs, visual concepts and visual logos and icon designs.
- Supervised Graphic Designer Staffs; instructed the hiring, evaluation and direction of the team.
- Communicated and coordinated with the information architects, writers and production artists.

EDUCATION

General Assembly New York, NY

User Experience Design Program

Noble Desktop New York, NY

Certification of Completion of Intensive Web Design Course

Cooper Union School for the Advancement of Science & Art New York, NY

Bachelor of Fine Arts