

PROFESSIONAL SKILLS

- Designing pixel-perfect visual designs for interface elements in accordance with brand guidelines; producing storyboards, wireframes, and visual mockups into prototypes.
- Expertise in building high-CTR and high-conversion-rate marketing assets, including email newsletters, banner ads, landing pages, site takeovers, and paid social channel assets.
- Ability to fully utilize responsive Bootstrap grid system and WordPress CMS.
- Proven ability to conceptualize, prioritize, and design ideas with flexibility and practicality.
- Proficient in information architecture, prototype development, and content organization.
- Experience collaborating with project manager, product marketing managers, designers and developer.
- Solid knowledge of programming languages: HTML5, CSS and JavaScript.
- Expert software knowledge in Sketch, Adobe XD, Photoshop, Dreamweaver, Illustrator and After Effects.
- Ability to build a design team from scratch and maintain team-spirited environment through positive and proactive leadership style.

PROFESSIONAL EXPERIENCE

Senior Visual Designer

Hear.com, San Francisco, CA Oct 2018 – April 2019

- Designed and developed the huge successful founder's story LP with 20% more efficient CPA than existing campaign.
- Worked as an integral member of a high-performing marketing team to create and develop online marketing campaigns from concept through execution.
- Created consistent visual stories that run from eye-grabbing online ad creatives through compelling landing pages.
- Developed iterative approach to creative to cultivate testing culture for creative assets to drive performance
- Developed visual creative material for all our online marketing channels (display, paid social, native, affiliate, email, etc.).

Marketing Graphic Designer

KIXEYE, San Francisco, CA March 2013 – August 2018

- Successfully designed, developed and launched WCRA website.
- Worked with team to discuss needs and objectives and to develop KIXEYE marketing assets, including static and Flash banner ads, mobile ads, landing pages, and email newsletters.
- Designed and created a variety of KIXEYE websites using Grid and CMS system.
- Produced designs for both internal and external communications.
- Integrated design projects across both online and offline outputs and developed images and banners for various social sites.

Creative Services Manager

ChangYou (US) Inc., Santa Clara, CA October 2009 – March 2013

- Created look-and-feel for sites from conception and mood boards to final flowcharts and project schedules.
- Designed and developed ad banners, skins, and landing pages for marketing department.
- Wrote design and project documentation, including requirements and design documents, layouts, and visual design guidelines.
- Built a marketing design team from scratch.
- Led and mentored team containing video artist, web developers, and web designer.

Flash Designer

Perfect World Entertainment, Redwood Shore, CA November 2008 – October 2009

- Designed and developed site UI, graphics, and Flash components for websites.
- Created cutting-edge, interactive ad banners and Flash components for marketing campaign.

Flash Web Designer

GoFish, San Francisco, CA August 2008 – October 2008

- Maintained responsibility for corporation sales campaign, promotional micro site, and development of Flash game.
- Maintained and developed Internet and intranet for various company websites utilizing HTML,

Dreamweaver, Photoshop, and Flash.

- Designed and developed user-friendly interfaces for web-driven e-mail and multimedia systems.
- Performed validation of completed websites which included testing of coding as well as debugging.
- Designed and created graphics such as logos and icons using Photoshop and Fireworks.

Graphic Web Designer

IMVU, Palo Alto, CA January 2008 – July 2008

- Created innovative design packages to elevate and differentiate between branding and marketing and advertising initiatives.
- Established marketing and design vision, scopes of work, budgets, and timeframes for deliverables.
- Designed Flash banners for acquisition programs and produced website templates, graphics, and individual web components.
- Designed graphical materials and emails, and produced static web pages.
- Managed website look-and-feel, user interfaces, and Flash components.
- Built websites in HTML/CSS/PHP environment and maintained existing and future websites.

Lead Web Designer

Connexus, Mountain View, November 2005 – January 2008

- Led design activities for team of in-house and off-shore designers.
- Researched and developed new techniques and approaches toward marketing online.
- Designed promotional websites; developed banner games, landing pages, ad banners, and emails for marketing campaigns; produced original illustrations for online segments.
- Analyzed campaign/creative performance and optimized for increased conversion.
- Worked with product managers to develop design concepts and project schedule.

EDUCATION

Academy of Art University, San Francisco, CA

Master of Fine Art, Computer Arts – New Media, May 2005

Washington State University, Pullman, WA

Bachelor of Arts, Fine Art, Electronic Imaging, December 2001