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## POSITION REQUESTED

Graphic/Web Designer

## PROFILE

Creator of unique and powerful web and print designs. Developed custom websites. Designed brand and corporate identities, advertisements, brochures, icons and sales collateral for clients in retail, high-tech, bio-tech, clean-tech and service industries.

Effective Team Player - Known for creativity, flexibility and sense of humor. I strive to create a productive and pleasurable work environment.

## CAREER DEVELOPMENT

**circle8media** (Aug. 2009 to present) San Jose, CA

### Graphic/Web Designer

Designed and developed websites and mockups for a diverse client base. Worked with the development team to create usable and functional websites that ensured client satisfaction.

- Designed and developed websites including: [swisscheesechildcare.com](http://swisscheesechildcare.com), [peggysues.com](http://peggysues.com), [samcallahanfoundation.org](http://samcallahanfoundation.org), and [bayareashortsaleprofessionals.com](http://bayareashortsaleprofessionals.com). Used Photoshop, Dreamweaver, HTML, CSS, WordPress, Joomla and Tumblr.
- Created website mockups including: [Complete Genomics Inc.](http://CompleteGenomicsInc.com), [wacotrib.com](http://wacotrib.com), [samsteam.com](http://samsteam.com) and several Hi-tech, Clean-Tech and Bio-Tech web mockup demos for Clickability, San Francisco (bought by Limelight Network in 2011).
- Designed front page banners for [Nevion](http://Nevion.com) - a video transport solution company, updated the home page look from the original web site.
- Created a slideshow and scrolling logos using Flash, plus banners and navigation buttons for [soliddata.com](http://soliddata.com)
- Created high quality website templates for [shopster.com](http://shopster.com). Of five designer's submissions, mine was chosen by the client.
- Created custom twitter background and facebook profile banner and landing page for [Peggy Sues Restaurant](http://PeggySuesRestaurant.com), [circle8media](http://circle8media.com) and [Sam's Team](http://Sam'sTeam.com)
- Designed web advertising, event flyers and brochure for Sam Butler Callahan Foundation using Photoshop, Illustrator and InDesign software.
- Designed "Parent & Family Education" and "Foster & Kinship Care Education" class materials for West Valley college, Saratoga, CA.

**YMC Design** (June 2009 to present) Sunnyvale, CA

### Founder

I founded my company on the principle of servicing a diverse client base by creating and developing websites and brochures that effectively enhance my client's brand identity.

- Created and developed [画家黄笃维.com](http://画家黄笃维.com). Used Photoshop and Joomla CMS platform.
- Designed effective flyers and postcards for real estate brokers.
- Created and developed [www.jv2000.org](http://www.jv2000.org) for a non-profit Organization providing scholarships to college students. Designed from initial concept through finished website using flash to create dynamic motion, JavaScript to view photos and HTML/CSS for coding.
- Redesigned a 28 pages brochure for Shilin International, Inc., a Real Estate group marketing real estate in China to United States investors. The effective brochure attracted



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multiple buyers.

**Yahoo, Inc.** (July 2008 to Dec. 2008) Sunnyvale, CA

#### **Contract Designer**

Designer for the Mobile Advertiser and Publisher Solutions core team. Laid out mobile web screen mockups such as Fantasy Football, News, Sports, Finance, etc. Additional duties included presentation layouts and banner concepts.

- Improved the look of older mockups and redesigned older mobile pages for News, Sports, Finance and Music using InDesign, giving them a new and attractive look.
- Created attractive original icons for Fantasy Football, Sports, Tech\_Shopping, Weather, etc. using Adobe Illustrator. Received positive feedback from team management and request for copies of my icons by other teams.

**Daily News Group** (April 1996 to June 2008) Palo Alto, CA

(Consisting of: Palo Alto Daily News, San Mateo Daily News, Burlingame Daily News, Redwood City Daily News, Los Gatos Daily News, and East Bay Daily News. Daily circulation is 75,000).

#### **Production/Art Director/Creative Manager**

Developed the production and creative departments. Hired and supervised nine design professionals and implemented a job and time tracking system to organize workflow. Set creative direction and vision, organized workflow, and ensured timely delivery of layouts to the printer.

- Designed over 20 newspaper ads each day, including spec ads for new and existing clients.
- Created over 100 original and high impact designs for the cover of the most important portion of the newspaper, the real estate special section - "On the Market".
- Designed office collateral such as business cards, logos, letterhead, coffee mugs, phone lists and forms to increase company identity and assist the sales department.

#### **TECHNICAL PROFICIENCY**

**Software:** Adobe Creative Suite: (Photoshop, Illustrator, InDesign, Dreamweaver, Flash) QuarkXpress, OmniGraffle, PowerPoint.

**Programming Basics:** HTML, CSS, JavaScript

**Development Platforms:** WordPress, Joomla, Tumblr

**Operating Systems:** Mac and PC platforms

#### **EDUCATION**

**Bachelor of Fine Arts, Graphic Design.** Academy of Art University, San Francisco, CA

**Certificate,** Web Design and Development, UC Santa Clara Extension, Santa Clara, CA

**Certificate,** Graphic Design. Guangzhou Academy of Fine Art University, Guangzhou, China

#### **AWARD**

Second place In the design competition for the GITIC (Guangdong International Trust & Investment Corporation, China) hotel. 1991.