

## OBJECTIVE

Senior UI / Graphic Designer

## SUMMARY

I am a high-end designer with over nine years of experience working in fast-paced tech/marketing industries and with top level managements which includes VPs and CEOs. Quick learner proficient in industry standard design applications and has an understanding of code. An innovative, strategic thinker with strong knowledge of the fundamentals of design, and is efficient in carrying out projects from conceptual to final production stages. Dependable individual who can manage a diverse range of clientele and delivers projects in the crunch. Hard-working, versatile team player committed to producing consistent, high quality work for all clients. Most important of all, I love what I do and the work shows it!

## EXPERIENCE

### Senior Graphic Designer

Nov 2006 - Jun 2009

Pinnacle Systems Inc./Avid Technologies, Mountain View, CA

- Managed and designed all worldwide Pinnacle System software UI.
- Involved in strategic planning, marketing and cross cultural integration.
- Redesigned the UI of Pinnacle Studio software, and implemented changes to specification for developers and programmers.
- Created multiple UI skins for new software, each targeting different demographics.
- Implement cutting edge design with Microsoft Silverlight and WPF utilizing Microsoft Blend and Design software.
- Trained and managed design interns and junior designers in software creation and design.

### Instructor/Lecturer

Jan 2005 - July 2007

San Jose State University, San Jose, CA

- Taught Introductory Typography and BA Senior Projects courses.
- Introductory Typography: Developed students' basic understanding of hierarchy, design composition, terminology and application within the given parameters.
- BA Senior Projects: Helped graduating students create their personal identity that consists of a business card, resume, presentation portfolio, and website.

### Design Consultant (Independent Contractor)

Sep 2006 - Jan 2007

NVIDIA , Santa Clara, CA

- Worked with multiple managers on website designs, web banners, promotional collaterals, posters, booklets and brochures.
- Took projects from concept to production phases, while providing quick turnaround times.



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### **Graphic Designer**

Dec 2004 - Sep 2006

FusionOne, San Jose, CA

- Involved in the concept, marketing, and design production of projects.
- Worked directly with CEO and managers creating presentations and meeting materials.
- Experience included concepts, logos, print, web, iconography, PowerPoint, inserts, tradeshow posters, and promotional items.

### **Graphics Consultant**

Nov 2002 - Jun 2004

Pro Unlimited for Pinnacle Systems Inc., Mountain View, CA

- Created and maintained the identity system for Worldwide Broadcast Division.
- Developed direct working relationships with marcom managers, product managers, and web team which resulted in quicker project turnaround times and a more unified work environment.
- Experience included concepts, logos, templates, style guides, division website, UI, web banners, e-cards, e-newsletters, tutorials, Flash, tradeshow booths, scale models, icons, diagrams, t-shirts, PowerPoint, interactive CDs, and packaging.

### **Freelance Designer**

Dec 2002 - Apr 2004

First Three Seconds, Cupertino, CA

- Worked together with marketing creative to design and execute posters, websites, illustrations, vector art, packaging, and identity systems.
- Collaborated with printers to insure great pricing and quality printing.

### **Graphic Designer**

Nov 2002 - Nov 2003

Solid State Optronics, San Jose, CA

- Designed the company's annual 2003 and 2004 product catalogs.
- Projects involved complex microchip vector illustrations, simplifying complex diagrams visually and creating statistical charts.

### **Graphic Designer**

July 2002 - Aug 2002

Jesanda, San Jose, CA

- Manage projects from web to print designs which includes newspaper ads, websites, banners, brochures, and sales collaterals.
- Create and maintain relationships with clients.

### **Designer**

Jan 2000 - Dec 2001

DWP // Bates Technology (formerly 2by4 Brand Architects), Campbell, CA

- Collaborated with account managers to provide design and marketing services.
- Managed and worked on multiple projects with designers and art directors.
- Experience included sales sheets, posters, ads, 3D mailers, t-shirts, websites, web banners, logos, PowerPoint presentations, packaging and tradeshow graphics.



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#### **Artist in Residence**

Jan 2000 - Jun 2000

ARTPATH, San Jose, CA

- Visit bay area elementary schools without art programs to teach art in relation to the teachers' current lesson plans.
- Utilized imagination and common supplies that are accessible to low income family to create art projects that are educational and fun.

#### **Art Advisor**

Sep 1999 - Dec 1999

San Jose High Academy, San Jose, CA

- Helped high schools students in advance art courses achieve college credit by ensuring that their art portfolios are ready for panel reviews.
- Created projects, demonstrated design techniques, and pushed there conceptual thinking to the next level to ensure they meet the goals.

#### **Computer Lab Consultant**

Sep 1996 - Jun 1999

College of Business SJSU, San Jose, CA

- Managed computers ensuring that they are all working and virus free.
- Setup equipments and troubleshoot computer issues that arise.

#### **Art Director**

Jan 1999 - Jun 1999

Horace Mann Elementary, San Jose, CA

- Visited a struggling elementary school for a semester to help with their art program.
- Created projects that stretch the kids' imagination making it fun to learn at the same time.

### **QUALIFICATION**

#### **Software Application**

Proficient in Windows, Mac OS, Photoshop, Illustrator, InDesign, QuarkXPress, Flash, GoLive, Dreamweaver, ImageReady, Acrobat, PowerPoint, Excel, Word, Expression Design, Expression Blend, Swift 3D, Zam3D, FontLab Studio, Joomla! and Audacity.

#### **Design Process**

Proficient in prepress/web file preparation, press check, color separation, varnish, die cut, PDF, vector graphic, pixel art, CD/DVD creation, visual manipulation, font creation and large scale image enlargement.

#### **Programming Language**

Proficient in HTML and ActionScript. Basic understanding of JavaScript, DHTML, CSS, WPF, XAML.

#### **Hands On**

Proficient in mockup packaging, model making, paper sculptures, origamic architecture, book binding, photography, sketching, painting and silk screening.

## EDUCATION

- **B.S. Graphic Design** - San Jose State University, San Jose, CA Dec 2000
- **A.A. Art History** - De Anza College, Cupertino, CA Jun 1996

## AWARD

- **Cooper Certificates of Completion:**  
Completed three courses on usability and user interface design which included Interaction Design Practicum, Communication Design and Visual Interface Design.
- **Sony LocoRoco T-shirt Winner:**  
Chosen the winner amongst 7500 entries with my winning T-shirt design being utilized in Sony promotions and gaming events across USA.
- **FitFreak.net T-shirt Winner:**  
Three designs made top seven with one taking first place in a Honda Fit car T-shirt competition chosen by online viewers around the world.
- **EyeWire Award:**  
Winner of international design award for personal identity system and was published in Communications Arts magazine.



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## INTEREST

Tech Gizmos, DIY Projects, Teaching, Volunteering

## REFERENCES

Available upon request.

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