

## PROFESSIONAL SUMMARY

As a creative and detail-oriented graphic designer with over 10 years of experience, excel in finding impactful solutions to design challenges. Demonstrates expertise in branding, packaging design, social media content management, as well as, hand illustration. Having worked with diverse clients ranging from startups to international brands across various industries, offer a unique perspective and creative approach to design.

## EXPERIENCE

### 08/2014 – 10/2022 | REDPOINT BREWING CO. AMERICAN OWNED CRAFT BEER BREWERY IN TAIWAN

#### Lead Graphic Designer

- Developing marketing strategies and concept designs
- Creating packaging designs that enhance consumer experience and drive brand recognition
- Designing in-house materials for both the brewery and taproom
- Generating weekly social media content and website management
- Assisting in brewery daily operations and production

### 12/2017 – 09/2018 | BAYSHORE PACIFIC HOSPITALITY (BPH)

#### Marketing Program Manager

- Creating graphic design materials and marketing strategies for the BPH VIP Membership Program (TGIF™, Texas Roadhouse™, etc)
- Redesigning website and UI platforms for membership services
- Developing cross-promotional partnerships with external/internal brands to enhance the BPH VIP Membership Program
- Leveraging data analytics and market research to identify trends and opportunities VIP Membership Program
- Coordinating with interdepartmental teams and international branches (Taiwan, Hong Kong, etc)

### 02/2016 – 06/2016 | HOVER TAIWAN START-UP DESIGN COMPANY

#### Creative Lead

- Creating marketing and branding strategies
- Designing print and developing concepts
- Ensuring constancy in branding and promotional materials

### 09/2011 – 10/2013 | CRE8 DESIGN TAIWAN INTERNATIONAL DESIGN COMPANY

#### Graphic Designer

- Developing brand strategies and identities
- Designing print and collateral design, including in-house materials
- Packaging design (3Q™, Corsair™, Joy Factory™, 3Q™, Apach™ and Joy Labs™)
- UI design (Corsair™)
- Image retouching
- Collaborating with interdepartmental product design and mechanical engineering teams to create innovative and impactful designs that resonate with target audiences
- Providing Chinese-to-English translations

### 09/2009 – 10/2011 | FREELANCE GRAPHIC DESIGNER

- Dolce | Bar and Dessert Lounge | Taiwan
- Young and Rubicam | Bravo Creative Team | US
- And more

### 05/2009 – 04/2010 | NORA DEL BUSTO

#### Graphic Designer

- Designing new logo and print materials for client
- Networking with photographers, makeup artists, and hairstylists
- Co-art directing the Spring 2010 fashion photoshoot

### 05/2008 – 07/2008 | COLLEGE OF FINE AND APPLIED ARTS, UIUC

#### Webmaster

- Fixing content and basic coding errors in Drupal CMS
- Coordinating with clients to updating content and graphics

## EDUCATION

University of Illinois at Urbana-Champaign  
Bachelor of Fine Arts (BFA), Graphic Design

## HARD SKILLS

- Mac & Windows Operating Systems
- Adobe Photoshop, Illustrator, InDesign, & Bridge
- Microsoft Office: Word, Powerpoint, & Excel
- Basic Knowledge of CSS, & HTML
- Basic knowledge of Drupal CMS
- Basic digital photography
- Image retouching
- Hand illustration

## SOFT SKILLS

- Detail oriented & great organizational skills
- Strong verbal & written communication skills
- Ability to work well both independently or on a team

## LANGUAGES

English (Native)



Chinese (Proficient)



Japanese (Basic)



## REFERENCES

### DONNA WANG SU

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