

CONNIE CHAN

VISUAL DESIGNER

I'm a designer who bridges both the technical and the creative worlds, with extensive knowledge of multimedia design and editing (using the Adobe Creative Suite), UX/UI design and a solid foundation in web development (HTML5, CSS and javascript).

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408-833-5372

Campbell, CA.

www.the-happy-house.com

PROFESSIONAL EXPERIENCE

Visual Designer

BrightSign LLC

2013-present; Los Gatos, CA

- Designed and developed interactive digital signage demos displayed at trade show booths, driving attendance and promoting new products; demos involved HTML and javascript coding, as well as dynamic graphic design and video production
- Created, supported and maintained graphical assets for ad campaigns, and marketing print materials (datasheets, brochures, technical documentation, banners and stickers)
- Designed and coded email templates (HTML and Netsuite) for company-wide communications (e.g. announcements and corporate functions) and external blasts to all partners and customers (e.g. training registration, publicizing events, product launches)
- Created and maintained entire BrightSign graphical asset library
- Trained and supported employees and partners on propriety company software both in office and off site at trade shows
- Primary support point for demo setup and troubleshooting at trade shows; also assisted the events manager with booth organization
- Web developer for corporate website responsible for UX/UI design, asset and page creation, and content management
- Mentored and guided interns through a graphic design career program; training in design and HTML/CSS
- Designed, implemented and deployed a product comparison website

Web Designer and Consultant

Freelance

2001-2015; San Jose, CA

- End-to-end design and support, including UX and UI services
- General maintenance and back end support
- Transitioned clients to localized content management systems (and provided all back-end support)
- Implemented web optimization using SEO techniques
- Implemented Google Analytics

Web Designer

National Design Academy

Oct-Dec 2010; Nottingham, UK

- Designed site prototype for the Academy's sister sector that developed carbon fibre equipment for F1 racing, boat racing and audio equipment
- Assisted with updates to the institution's main website

KEY SKILLS

- Photoshop
- Illustrator
- InDesign
- Premiere
- After Effects
- Acrobat Pro
- Adobe Media Encoder
- Dreamweaver
- Sketch
- InVision
- HTML
- CSS
- Javascript
- SEO & Analytics
- UX & UI Design
- CMS
- Print
- Video Editing

EDUCATION

PgD Illustration
Nottingham Trent University
2010

Recipient of the
International Scholarship

BS Cognitive Science
UCLA - 2005

DESIGN VERTICALS

Retail, restaurant and QSR,
automotive, consumer
electronics, travel/leisure/
hospitality, education,
museums, sports, healthcare