

LINDA CHANG

MULTI-DISCIPLINARY DESIGNER

PROFESSIONAL SUMMARY

Multi-disciplinary designer with a total of 6+ years of design experience in full-time freelance and permanent agency roles seeking new opportunities. A regular contributor to Non-Profit Organizations, helping with Graphic Design and Advertisements. Design multi-media components that are distributed around the world (with potential to reach over 100,000+ viewers). I began this career to help solve problems and to tell visual stories, so I'm always ready for new challenges. Proficient in Adobe Creative Suite and Microsoft Office. Bilingual in Hmong and English.

PROFESSIONAL EXPERIENCE

UCS inc., Lincolnton, NC

Graphic Designer/Art Director | May 2018 – Present

- Directed and developed UCS multiple catalogs' art direction, layout, photoshoots and product photography.
- Created a digital presence to existing and potential client base, by means of weekly email campaigns and digital advertising methods.
- Enhanced product proposals standards presented to the USATF, the International Olympic Committee, the NFL, the NBA, and College Institutions.
- Directed all forms of the athletic equipment supplier's new branding direction. Injected fresh ideas and a progressive approach to the global brand development.

City of Hickory, Hickory, NC


Graphic Designer | Aug. 2016 – May. 2018


- Work with Marketing Department to develop materials for a broad spectrum of communications channels, including video, animation, digital ads, email and web, and print ads.
- Ensure that all materials are consistent with City of Hickory's branding guide. Successfully developed and revitalized Hickory's branding style and marketing materials.


Lamb Graphics (Student-Led Agency), Hickory, NC

Creative Director | Jan. 2017 – Jun. 2017

- Managed projects from concept to completion and translated marketing objectives into creative strategies.
- Led and directed the creative staff in the production of all marketing collateral.
- Retained accountability for clients contact and printing quotes. Collaborated with clients and printer companies to ensure accuracy.

 1769 Lazenby Street
Newton, NC 28658

 (828) 851-6245

 ellecha185@gmail.com

 <https://andgrow.me>

EDUCATION

**Associate in Applied Science,
Advertising and Graphic Design**
Catawba Valley Community College
May 2017

Associate in Arts, General Education
Catawba Valley Community College
May 2015

KEY SKILLS

MARKETING COLLATERAL
SOCIAL MEDIA MANAGEMENT
DIGITAL MEDIA
PRINT LAYOUTS
PREPRESS PROOFING
EMAIL MARKETING PLATFORM
SKETCH/FIGMA
INVISION
ILLUSTRATOR
PHOTOSHOP
INDESIGN
ACROBAT
BASIC HTML & CSS
PREMIERE PRO
AFTER EFFECTS
ADOBE ANIMATION