

QUALIFICATIONS PROFILE

Highly creative and multitalented **UX/UI Designer** and **Graphic Designer** with extensive experience in multimedia, marketing, and print design. Skilled in translating subject matter into concrete designs for a wide range of marketing, promotional, and informational materials. Exceptional collaborative and interpersonal skills; able to build exceptional rapport with clients, driving successful product life cycles and coordinating graphical and design changes. Excel within deadline-driven environments, operating with strict budget requirements.

AREAS OF EXPERTISE

- Agile Methodology
- Marketing Campaigns
- Branding & Logos
- Print Collateral
- Product Marketing
- Web Site Design
- Visual Communication
- Design Thinking
- Competitive Intelligence
- New Business Development
- Vendor Management
- Client Relations
- Strategic Administration
- Operational Planning

PROFESSIONAL EXPERIENCE

SUN TRUST BANK, Atlanta, Georgia
Senior UX/UI Designer, 09/2016 – Present

Manage multiple digital projects within SunTrust's UX/UI team. Perform user testing, persona research, design thinking exercises and UI design to deliver best-in-class digital products.

Key Achievements:

- Provided UX/UI design and expertise for the single biggest project the bank has undertaken within the past five years. Received commendation for this work.

HUIE CREATIVE, Atlanta, Georgia
Owner / Creative Director, 06/2011 – 09/2016

Successfully manage and coordinate graphic design projects from concept through completion. Collaborate with clients to create vision, conceive designs, and meet all deadlines and requirements. Supervise a team of designers, developers, photographers and copywriters in order to achieve exceptional client results. Manage all operational, strategic, financial, and staffing functions.

Key Achievements:

- Effectively managed project initiatives for major enterprise clients and generated 20% annual growth revenue.
- Successfully completed proposal layout and design for corporate contracts under extremely tight deadlines, contributing to acquisition of major accounts.
- Established and maintained exceptional professional rapport with designers, vendors, and clients.

BRAND FEVER, Atlanta, Georgia
Senior Design Manager, 05/2006 – 06/2011

Conceptualized and designed marketing initiatives, web projects and print projects. Created executions that included brand identity and visual identity systems. Translated diverse subject matter into concrete designs for promotional materials, and sales collateral.

Key Achievements:

- Earned several awards for providing graphic design
- Demonstrated key leadership as a driving force in the agency's quest to better link digital design and brand.
- Consistently achieved on-time and in-budget completion of all deliverables.

TECHNICAL PROFICIENCIES

Platforms: Windows 7/10

Software: Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects), Acrobat Professional, Microsoft Office Suite (Word, Excel, PowerPoint), Axure RP

Web: UX/UI Design, Responsive Layout, HTML/CSS, Application Development within Scrum Team.

EDUCATION/TRAINING

Bachelor of Fine Arts in Graphic Design, 2006
ART INSTITUTE OF ATLANTA, Atlanta, Georgia
Summa Cum Laude

Bachelor of Arts in Communication, 1999
AUBURN UNIVERSITY, Auburn, Alabama

Chongqing University
CHONGQING, CHINA
Language ability in Mandarin Chinese

AWARDS

2011 Graphic Design USA
CSM Bakery Products Foodservices Microsite

2011 Atlanta ADDY Awards
Atlanta Ad Club
CSM Bakery Foodservice Campaign
Silver ADDY Award

2010 Graphic Design USA
Shepherd Center Brand Identity System

2010 American Marketing Association
AMY Award
Finalist – Shepherd Center Brand Identity

2008 Graphic Design USA
Natural Body Logo