Jen Liao

Graphic Design
19 Shelford Rd. #03-28
Singapore

View the full portfolio at http://www.thecreativefinder.com/huiyan2009

Professional Experience and Curriculum Vitae

Summary
• An experienced web and graphic designer with 4+ years of international exposure.
• 3+ years of managing design projects in online advertising companies in the USA.
• Projects: iconography, web application and user interface design, web site design, landing page and form design, e-mail campaign design, rich media / flash banner, PowerPoint presentation, drawing and illustrations.
• 1 year of web and graphic experience in a US e-commerce company & a European design firm.
• Projects: e-commerce web site, newsletter, datasheet, logo design, identity system, brochure, presentation folder, book
design, illustrations.

Technical skills:
• Advance HTML/XHTML, advance CSS, ActionScript, basic JavaScript, WordPress, basic PHP
• Dreamweaver, Photoshop, Illustrator, Flash, InDesign, Fireworks, Acrobat, Microsoft Office.

Professional Experiences
Adchemy, Inc. California, USA April '07 - present
WEB DESIGNER
• Self-manage all design projects to meet tight datelines. Streamline design process via frequent communication with clients.
• Responsible for conceptualizing, developing, programming, animating, and designing different look and feel for flash banners.
• Design and program e-mails, web pages, landing pages and form designs.
• Programming languages used are XHTML, CSS and ActionScript
• Support Sales VP with presentation slides.

PROJECTS ACHIEVED
• Self service online web applications in maintaining profile / information for mortgage lenders.
• E-mail campaign designs to introduce new mortgage lending rates for Rate Marketplace.
• Flash banners for mortgage, credit cards, dating, and education companies. Clients include Degrees Dot Info, Rate
Marketplace, Help Me Find.
• Web site design to introduce programs offered by American Intercontinental University.

Adteractive, Inc. California, USA December '05 - April '07
WEB DESIGNER
• Conceptualize and design banners, e-mails, landing pages and form designs for product promotions.
• Design and program e-mails within company brand identity.
• Design mock-up pages in support of sales activities and new services.
• Responsible for FTP transition project and oversee the design team image DB.
PROJECTS ACHIEVED
• E-mail campaign designs for Banana Republic, Nordstrom, Home Depot, Apple iPod, Degree USA.
• Web page and online form designs for Tickle, Rhapsody, Vertrue, and Trilegiant.
• Banners design for Christian Family Loan, Arco, 76, Chevron, Shell, Exxon.
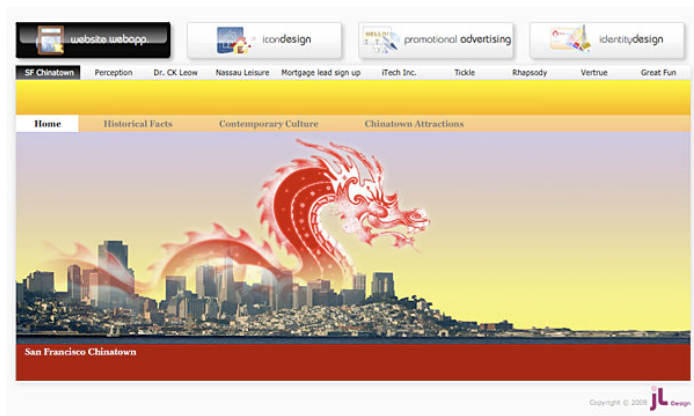iTech Company California, USA July '05 - December '05

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