

AMY SHIH

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OBJECTIVES

To obtain a Marketing & Advertising Graphic Design position which can utilize my creativity and experience in print and digital.

QUALIFICATION

Highly creative and motivated graphic designer with extensive experience on online marketing and advertising design. Specialize in branding and visual design. Having creative graphic solutions to strengthen the advertising message and increase the sales. Layout design for print ads, newsletters, brochures, catalogs and trade show banner. Design from concept to print. Excellent team player, attention to detail, and ability to meet deadlines.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer (2012.2- Present)

Chong Hing Jewelers

- Manage and schedule the paid ad in different digital channel (Youtube ad, Facebook/IG ad, constant contact)
- Maintain and update website product images/banners via Magento and Shopify.
- Design company brochure/editorial layout and large banner.
- Coordinate special events and photography duty.

Web Designer - SONNETEK (06.2011.6- 2012.1)

- Design and update company website/ flash landing page.
- E-commerce Volusion as a web administrator and photography products.

Graphic Designer - Chong Hing Jewelers (2007.8- 2011.1)

- Design and update flash animation of landing pages for company websites
- Update company website and edit contents/image.

Graphic designer - Swabplus, Inc. (2001.1-2007.7)

- Coordinate with art director to design and print packaging.
- Coordinate with upper managers and FDA consultant to create artwork proof system and art department Standard Operation Procedure.
- Design and print marketing materials such as trade show booths, product brochure, large format signs and price lists
- Organize physical and digital artwork files

TECHNICAL SKILLS

Adobe Suite CC 2020, Photography,
YouTube AD, Paid Social AD,
Microsoft office 2019, Constant Contact
HTML CSS, MAC platforms

EDUCATION

January, 2001 CSU, Fullerton
Bachelor of Fine Arts - Graphic Design

BILINGUAL

English and Mandarin