

Wen-Chung (Jeff) Chang

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EDUCATION

California State University, Fullerton, California

- Introduction to UX and UX Research • Analysis and Planning for User-Centered Design
- User-Centered Design for Web and Mobile Interfaces • Concepts and Practices in Usability Testing

Art Center College of Design, Pasadena, California

- Brand Experience through Interaction Design • Intro to Environmental Design
- Product Design Basic • Intro to Product and Transportation Design

California State University, Long Beach, California (09/05-05/08)

- B.A. in Studio Art, emphasis in Graphic Design

SKILLS

- Work in both PC and MAC platform
- Adobe Photoshop, Illustrator, InDesign, Dreamweaver, After Effect, Premiere, Final Cut Pro, iMovie, Keynote
Microsoft Office, Google AdWords PPC marketing, Google SketchUp, and Twilight Render
- Quick learner, team player, self-motivated, deadline-driven, familiar with fast-paced work environment
- Languages: Mandarin Chinese, English

EXPERIENCES

BRIGHTON-BEST INTERNATIONAL / IRONCLAD PERFORMANCE WEAR (08/18 - present)

Senior Graphic Designer

- Collaborated with sales team to provide customized marketing solutions
- Art directing and supervising a team of designers
- Created contents and visual assets for social media platforms
- Utilized CAD based files to produce product specification sheets, flyers and catalogs
- Designed retail display signage, banners and packaging
- Designed promotional advertisements for web and magazine publication
- Generated E-mail marketing campaigns, and designed websites
- Planned booths, banners and signage for trade shows
- Created stationary, catalogs, brochures, and flyers
- Photographed products for marketing materials
- Filmed and edited promotional and instructional videos

PowerPlus Disaster Clean Up (09/14 - present)

Graphic Designer / Marketing Specialist

- Created promotional advertisements for web and magazine publication
- Designed vehicle wrap for emergency response vehicles
- Maintained company websites and social media sites
- Managed Pay-Per-Click marketing campaign with Google AdWords
- Generated engineering drawings for fabrication

TA CHEN INTERNATIONAL (06/08 - 10/20)

Graphic Designer

- Designed promotional advertisements for web and magazine publication
- Generated E-mail marketing campaigns, and designed websites
- Created stationary, catalogs, brochures, and flyers
- Photographed products for marketing materials
- UI design for internal use software

Stream of Praise Music Ministry (03/08 - present)

Freelance Graphic Designer

- Designed posters, postcards, CD/DVD albums and song books
- Illustrated album cover art and children activity books

California State University, Long Beach College of Continuing and Professional Education (06/06 - 05/08)

Student Graphic Assistant

- Updated and prepared advertisements for publication
- Created program brochures and event postcards from concept sketches to printed products
- Generated illustration concepts for class catalog cover
- Designed signage for the office interior and classrooms

California State University, Long Beach Police Department (06/06 - 05/08)

Community Service Officer (CSO)/ Graphic Designer

- Crafted both 2005 and 2006 Annual Safety Reports from cover concept to printed booklets
- Designed logo, patch and posters
- Managed photoshooting and retouching of photos for the publications department