




Hsuan Ling Tu


Graphic Designer | UI/UX Designer | Web Designer

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WORK EXPERIENCE

SOLTECH LLC

Visual Designer

Emeryville, CA | November 2021–August 2022

- Created marketing materials, including banners, labels, infographics, brochures, slideshows, emails, and company documents, to support SOLTECH brand and CALIVE brand's marketing team. Laid out two brands' email campaigns via Mailchimp/Sendinblue, and got up to 26% email's open rate in the record.
- Operated two brands' social media accounts (LinkedIn, Instagram, and Twitter) and websites through Hootsuite and WordPress. Updated websites' content and blogs by using Elementor, HTML, and CSS.
- Supported the sales team and provided lighting design layouts by using Agi32 and DIALux for clients or engineers.

Smart Meetings

Graphic Designer

Sausalito, CA | October 2019–November 2021

- Designed magazine layouts (regular columns and feature stories) and new looks for magazine templates or special holiday topics. Proudly got two awards for Smart Meetings Magazine.
- Created marketing and event materials, such as digital banners, posterboards, videos, and motion graphics for the marketing and event team. Photographed event photos and videos for Smart Meetings events, and did photo retouching or video editing as needed.
- Led production team and organized daily tasks when the art director was out of the office.

World Journal

Graphic Design Intern

Millbrae, CA | June 2018–December 2018

- Managed and updated the World Journal event official website on Wix, and created digital materials to address marketing requirements.
- Designed and printed event promotional materials, such as banners, posters, and backdrops. During the events, photographed event photos as marketing materials and posted them on the event department's Facebook albums.
- Participated in summer camp activities and acted as a summer camp assistant and photographer.

HONORS & AWARDS

- 2021 Maggie Awards Best Feature Article / Trade Winner
Designed layout for the feature story (Play Ball, April 2020)
- 2021 The Eddie & Ozzie Awards: folio awards—B2B winner
Designed layout for the feature story (Sliver Linings, January 2021)

SKILLS

Professional Skills

- Layout Design
- Web Coding
(HTML, CSS, JavaScript, and jQuery)
- UI Design
- Motion Graphic
- Logo Design
- Video Editing
- Photography

Software

Expert Level

Adobe InDesign • Adobe Photoshop • Adobe Illustrator • Adobe Bridge • Adobe Premiere Pro • Adobe After Effects • Adobe Media Encoder • Adobe Lightroom Classic • Wix • Sublime • MailChimp • Sendinblue • Microsoft Word • Microsoft PowerPoint

Intermediate Level

Adobe XD • WordPress • Clip Studio • Corel Painter • InVision • AGi32 • Salesforce • Microsoft Excel • Pardot • DIALux • Figma • GitHub

Experienced Level

Origami Studio • Sketch • SketchUp • Blender

EDUCATION

MA, School of Interaction & UI/UX Design

Academy of Art University

San Francisco, CA | 2022–Present

MFA, School of Graphic Design and Digital Media

Academy of Art University

San Francisco, CA | 2016–2019

BA, Fashion Design and Merchandising

Shih Chien University

Kaohsiung City, Taiwan | 2010–2014

LANGUAGES

English | Mandarin | Taiwanese