

WWW.QING-ZHAO.COM

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**QING ZHAO**  
GRAPHIC + WEB + DESIGN + DEV

## CAREER DEVELOPMENT

### SR. DESIGNER + FRONTEND DEVELOPER

FOUND SEARCH + MARKETING

July 2012 – Present

- Designed/Developed all company branding: logo, website, landing pages, print materials, event assets
- Collaborated with clients + internal teams on design/development projects, from initial meetings, to revisions, to final testing + launch
- Maintained legacy projects with clients over a multi-year span, including: landing pages, email marketing, PPC display ads, website updates

### WEB/GRAPHIC DESIGNER

APOGEEINVENT

October 2011 – July 2012

- Designed/Developed dynamic websites, from initial design calls with clients to working with back-end developers at launch
- Animated/Coded Flash websites, eCommerce promos, and videos (AS 2.0 + 3.0)
- Aided in any + all design requests including logo design, photomanipulation, modifying prior code, and digital ads

### GRAPHIC/PRODUCTION DESIGNER

DOUBLECLICK (FORMERLY DOTOMI)

May 2010 – October 2011

- Assisted internal + external clients with creative strategy + design pitches, successfully communicating conceptual ideas via ads, while adhering to brand guidelines
- Wrote custom Photoshop scripts and initiated a database project utilizing HTML/PHP/MySQL, streamlining the studio process
- Initiated a team creative tank in Drupal while improving modules

## PROFESSIONAL SKILLS (MAC, PC, LINUX)

Adobe Creative Suite

HTML5 + CSS3

Wireframing + Prototyping

Wordpress + CMS Development

Responsive/Mobile Web Design

HTML Email Marketing

PHP + MySQL

JavaScript + JQuery

XML + AJAX

UI + UX Design

Branding + Identity

File + SEO optimization

## PERSONAL SKILLS

**ORGANIZED:** Ability to multitask + prioritize while working under multiple deadlines or in a fast-paced environment

**VERSATILE:** Capable of achieving a wide range of goals through various programs + languages + mediums

**DETAIL-ORIENTED:** Thorough attention paid to every aspect + facet of a project

**COMMUNICATOR:** Clear conveyance of ideas in visual, verbal, and abstract formats

**ADAPTABLE:** Capacity to work in team environments, as well as on an individual basis

## EDUCATION

**PURDUE UNIVERSITY** – WEST LAFAYETTE, IN

**Bachelor of Science – Computer Graphics Technology**

2006 - 2010

**Accolades:** Dean's List, Semester Honors, 2<sup>nd</sup> Place - Graphic Communication (AITP National Collegiate Conference 2010)

**Activities:** The Purdue Exponent (Sr. Graphic Artist), SIGGRAPH (Marketing Committee), Collective of Installation Artists