

Professional Profile

- Creative and dedicated Multimedia Designer with 12+ years of experience in Web & Graphic Design.
- Developed and implemented multimedia applications and elements for websites.
- Optimized and provided site traffic and analytics reports to the marketing team.
- Created non-standard interactive elements to increase traffic and website performance.
- Proficient in supporting every project phase, production, front-end web development, Google Analytics, and SEO.

Core Competencies

◆ Graphic Design	◆ Web Design	◆ Video Editing
◆ UX/UI Design	◆ Layout	◆ Branding
◆ Analytical Skills	◆ Problem Solving	◆ Agility & Adaptability
◆ Customer Service	◆ Team Collaboration	◆ Independence & Reliability

Career Summary

DYD Creative Solution, Houston, Texas

11/2011 – 03/2026

Multimedia Designer

Design and develop web, branding, graphic design, print, video, multimedia, and UI/UX projects from concept through final delivery.

- Manage multiple creative projects while ensuring quality, consistency, and alignment with brand standards.
- Create digital and print marketing materials, including brochures, posters, presentations, banners, advertisements, and promotional assets.
- Produce and edit videos, motion graphics, and multimedia content for internal communications, marketing campaigns, and corporate events.
- Design website layouts, landing pages, site maps, wireframes, and mockups using Figma, Adobe XD, and Adobe Creative Suite.
- Review and analyze websites to identify opportunities for usability, visual design, and performance improvements.
- Collaborate with marketing teams, stakeholders, and developers to deliver effective and engaging digital experiences.
- Monitor website analytics and user behavior data to support optimization efforts and improve user engagement.
- Design UI/UX solutions and multimedia assets for the HP LIFE mobile application and digital learning platform.
- Ensure responsive design, usability, and brand consistency across web, mobile, print, and multimedia projects.

Key Accomplishments:

- Produced executive-level presentation, videos, and marketing materials showcase by HP leadership, including CEO presentation at HP Discover events.
- Organized and maintained up-to-date working folders, making it easier for staff to retrieve information.
- Recognized by senior leadership for consistently improving user experience, visual communication, and project quality.
- Improved production efficiency by 67% through workflow optimization and staff training.

Ni Hao USA, Houston, Texas

01/2010 – 11/2011

Web / Graphic Designer

- Worked closely with clients and the team to build websites and find solutions to improve the sites' usability.
- Collaborated with other team members to create compelling and engaging social media content daily (video, graphics, etc.).
- Improved/increased the user site visiting rate. Designed, created, and managed promotions and Facebook ad campaigns.
- Developed a clean, well-structured, easily maintainable format.
- Resolved cross browsers/device constraints.
- Analyzed and resolved usability challenges and solutions with the team.
- Provided technical support on a daily basis.

Key Accomplishments:

- Grew the website's monthly traffic from 0 to 200,0000 within 1 year without spending the monthly budget.
- Improved the website's loading speed on mobile from 10 seconds to 3 seconds.

Race Point Legal, Houston, Texas

01/2009 – 01/2010

Web / Graphic Designer

- Worked with attorneys and associations to deliver high-quality technology, multimedia, and consulting services. Developed websites with JavaScript and ASP.
- Designed artwork materials for internal and outsourced projects.
- Worked with team members to resolve bugs on the website and viewer modules.
- Worked with Race Point Legal team to test the usability/function of viewer modules & the Race Point Legal website.
- Worked on a media server streaming various types of videos on a website.
- Maintained and supported Race Point Legal website.

Certificates

Houston	Community	College
2015		
Effective Communication		

Education

Art Institute of Houston
 12/2008
Bachelor of Fine Arts, Interactive Media Design, GPA 3.5/4

Technology Skills

- Photoshop CC, Dreamweaver CC, Premiere, Illustrator CC, Final Cut Pro, InDesign CC, After Effect CC, Adobe XD, Figma, Adobe Creative suite
- JavaScript, HTML, CSS
- Google Analytics
- Search Engine Optimization (SEO)
- Microsoft Office (Word, PowerPoint, Access), SharePoint