

# CINDY TSUI

graphic designer

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## MY GOAL IS

To have the opportunity to further develop my skills as a graphic designer in an environment that fosters growth and creativity.

## EDUCATION

San José State University, December 2012

SAN JOSÉ, CALIFORNIA

Bachelor's of Fine Arts, Graphic Design

▶ *Minor* Photography

## ADDITIONAL COURSES

International Design Workshop, June 2011

ENGLAND, FRANCE, SWITZERLAND, GERMANY

## AWARDS + RECOGNITION

Humanities Honors Graduate, 2008

City of San José Commendation, 2009

FASL, Outstanding Senior Award, 2010

## AFFILIATIONS

AIGA San Francisco Chapter, 2010–Present

▶ *Member*

NEO Graphic Design Club

▶ *Fundraising Officer*

Alpha Phi Omega, 2010–2012

National Community Service Fraternity

▶ *Vice President of Membership*, 2012

Kappa Delta, 2007–2010

National Panhellenic Sorority

▶ *Philanthropy Chair*, 2008–2009

## MAD DESIGN SKILLS IN

Web, Digital product, Mobile application, Branding and identity, Print media, Editorial, UI/UX, Environmental, Information/Infographics, Exhibition, Experiential, and Digital marketing.

## TOOLS

Adobe Creative Suite *with expertise in* Photoshop, Illustrator, InDesign and Lightroom.

Sketch, InVision, iWork and Microsoft Office,

Sharpie, Bic 0.5mm.

## NOT JUST A DESIGNER, BUT ALSO A

Street art enthusiast, dog lover, bay area sports loyalist, former high school jock, ice cream snob, event planner, and spirited instigator.

## EXPERIENCE

AKQA, July 2016–Present

SAN FRANCISCO, CALIFORNIA

Senior Designer

▶ *Clients* Apple, Levi's

– January 2015–June 2016

Designer

▶ *Clients* Apple, Nike Jordan

Sequence, March 2014–December 2015

SAN FRANCISCO, CALIFORNIA

Designer

▶ Served as the lead designer on various digital marketing projects for Apple, including redesigning multiple pages on Apple.com/business and Apple.com/education.

▶ Led creative efforts for an in-store digital experience for Old Navy. Art directed a team of 3 designers to create environmental graphics, marketing materials, and a custom iOS application. Designs were prototyped and installed in 3 San Francisco stores for user testing.

▶ Mentored and art directed junior designers and interns.

▶ *Clients* Apple, Old Navy, Medtronic, Chevron, Urban Plates.

– June 2013–March 2014

Junior Designer

▶ Helped develop a visual/interaction guide for Best Buy's "future" e-commerce experience, including specs for desktop, tablet, and Android mobile interfaces.

▶ Worked on a team of 2 senior designers to create new identity for Intuit's Quickbooks.

▶ Assisted in production of digital assets, preparation of print media, and build of presentations for internal/client meetings.

▶ *Clients* Best Buy, Peet's Coffee & Tea, Intuit, Chevron.

– February 2013–June 2013

Design Intern

WebEnertia, January 2013–February 2013

SAN JOSÉ, CALIFORNIA

Freelance Designer

▶ Worked on UI design, digital asset production, wireframing, and user flows.

Student Union, Inc., July 2011–December 2012

SAN JOSÉ, CALIFORNIA

Lead Designer

▶ Created print and digital marketing assets, designed branding for various university campaigns, and art directed the SJSU Student Union, Inc. annual report.