

# jody siu

Creative, ambitious design professional with eight years of experience in graphic design. Adept problem solver with enthusiasm for collaboration, and an entrepreneurial spirit. Consistently manage multiple projects within time and budget constraints, while maintaining composure and a sense of humor.

## Professional Experience

### **Graphic Designer** *(January 2012 to present)*

#### Edgewood Partners Insurance Center - San Francisco, CA

- » Design and maintain corporate sales and marketing collateral such as flyers, brochures, print and web ads, tradeshow materials.
- » Develop client material including proposals, employee benefit guides, open enrollment posters, and e-newsletters.
- » Lead Health and Wellness rebrand campaign for our top client, consisting of posters, e-newsletter, and postcards, contributing to \$100K incremental revenue.
- » Web producer and content manager for edgewoodins.com and corporate intranet.

### **Sole Proprietor & Principle Designer** *(January 2010 to present)*

#### flesh. - San Francisco, CA

- » Produce handcrafted women's intimates that melds a classic, romantic aesthetic with a darker and modern undertone.
- » Expertise and comprehensive knowledge of bespoke garment construction.
- » Responsible for pattern drafting, sample sewing, fitting, research, and sourcing.
- » Brand and identity development for website, promotional materials, and management of social channels.
- » Drove marketing campaigns that grew distribution at retail outlets threefold over the past year.
- » Head of creative direction and logistics for offsite photo shoots; acting as photographer, designer, and stylist.

### **Fashion Marketing Intern** *(May 2009 - December 2009)*

#### The Good Shop SF - San Francisco, CA

- » Assistant stylist and merchandiser for product photo shoots for 100+ looks.
- » Edited product shots for online store and blog.
- » Designed and distributed monthly email newsletter in Mail Chimp to 150+ readers, generating CTR of 20%.
- » Researched top fashion and style bloggers to aid with grassroots marketing efforts.

### **Graphic Designer** *(February 2005 - January 2009)*

#### Cartridge World Americas - Emeryville, CA

- » Developed and maintained a variety of graphics projects for print and web.
- » Sole lead in creative direction and implementation of all annual convention collateral.
- » Designed and implemented quarterly newsletter, which boosted morale and communication across franchise owners.

### **Associate Book Developer/ Web Developer** *(July 2004 - August 2004, May 2005 - August 2005)*

#### Quia - Burlingame, CA

- » Transcribed language tutorials from textbooks to fully interactive web pages with analytics.
- » Designed layout of educational web content.
- » Developed and choreographed audio clips of different languages to coincide with user actions.

## Industry Skills

- » 10 year veteran with Adobe creative tools:
  - Illustrator CS6
  - Photoshop CS6
  - InDesign CC
  - Muse CC
  - Dreamweaver CS6
  - Acrobat Pro XI
- » HTML, CSS, e-newsletter, print and advertising design
- » MS Office: Word, PowerPoint, Excel, Publisher, Outlook
- » Mac and PC proficient

## Other Design Skills

- » Flat pattern drafting
- » Freehand illustration
- » Garment construction and fitting
- » Fashion photography and editing

## Education

- » San Francisco State University, Bachelor of Arts - Industrial Design, 2006
- » City College of San Francisco, Fashion Design, 2008-2010