VIVIENNE OU

WEB DEVELOPER + GRAPHIC DESIGNER + BRAND STRATEGIST

WWW.LINKEDIN.COM/IN/VQUOW



CONTACT

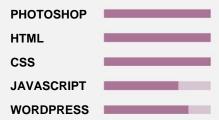
New York, NY

imready@thebrandstress.com

917 - 755 - 2552

www.thebrandstress.com

SKILLS



OPERATING SYSTEMS

Windows, Mac OS, iOS, Linux

FRAMEWORKS

Bootstrap, Foundation

PROGRAMMING LANGUAGES

LESS, R, JavaScript, Java, Python, MySQL, SQL, COBOL, XML, jQuery, PHP

APPLICATIONS

Dreamweaver, Microsoft Excel Visual Studio, Adobe Illustrator, Adobe InDesign, MS Visio, MS Project, MS SharePoint, Joomla, Camtasia, Adobe Photoshop, Oxygen, Sublime, Keynote

PROFILE

Hardworking, creative techie with 5+ years of industry experience and a passion for data, design, and brand development. Dynamic team player with well-developed written, and verbal collaboration abilities. Also excels at several designer tech tools, including Illustrator, Photoshop, WordPress and InDesign.

EDUCATION

SYRACUSE UNIVERSITY

Master of Science, Information Management & Technology 2016

Bachelor of Science, Information Management & Technology 2015

EXPERIENCE

AB TASTY| BRAND AND GRAPHIC DESIGNER

- · Lead the construction of the brand guidelines aligned with AB Tasty's values
- · Facilitated, coordinated and rolled-out company re-brand on an expedited schedule.
- Built the brand framework and refreshed sales and support materials: look & feel, iconography, landing pages, presentations, case studies, newsletters and more.
- Designed and coded landing pages, made frequent changes to company website.
- Partnered with content marketing to build compelling content to drive leads and awareness.
- Managed 5-8 weekly global design requests via productivity platform.
- · Designed monthly Google Display and Linkedin advertisements to support demand generation

MUNNWORKS LLC | GRAPHIC DESIGN MANAGER

· Identified and implemented new project management software tool for collaboration between project managers and designers.

- Used AutoCAD, Photoshop, and InDesign to design products, marketing materials, print & online media for distribution.
- Designed monthly marketing emails and magazine advertisements for publications.
- Daily updating and maintenance of company website.
- · Maintained and organized large data/ project file server.

FREELANCE DESIGNER / WEB DEVELOPER

- Created complex graphics and professional designs for a variety of businesses, organizations, and individuals, including custom graphics, logo and web design.
- Implement, manage, maintain and update websites for 5 clients monthly and provide customer service. Wrote and edited web code using JavaScript, PHP, HTML, CSS, Query
- Project management expertise including developing schedules, scope and fee, team management coordination and client communication

SUEDE HOSPITALITY GROUP | BRAND DESIGNER

- · Curated and developed restaurant concept, brand, tone and guidelines.
- · Created 10+ weekly print design materials and graphics for events, website design and monthly promotions.
- Partnered with internal marketing department to develop promotional strategies.
- · Contributed UX/UI designs to wireframe for new Customer Loyalty mobile app.
- · Ensured strong, clear brand tone of voice across all touchpoints: from digital and social, to ecommerce and retail.

4 ELEMENT LIFESTYLE | WEB DEVELOPER

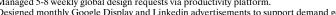
- · Attend weekly client meetings during the design and development phases .
- · Work with the development team to refine graphic designs for websites and products.
- Translate Photoshop and Illustrator designs to working front-end code.
- Execute custom HTML/CSS/JavaScript for 1 e-commerce website and 2 personal websites.
- · Transition an outdated e commerce site to an updated Big Commerce site.
- · Test and maintain websites for cross-browser compatibility.

APPLE INC | CORPORATE REPRESENTATIVE

- Planned and hosted 3 demo sessions monthly regarding Mac Basics, Apps, iOS, & hardware.
- · Participated in weekly calls with Account Executive to discuss deadlines.
- Created, and updated a yearlong business plan with quarterly check-ins.
- · Fostered relationships with campus individuals, departments and faculty.

MAY 2019 - MAR 2020

• Coordinated with PR team to design and implement large scale trade-show graphics.





MAR2017-MAY 2019

ONGOING

OCT2016-MAR2017

JUN 2014 - JUN 2016

JAN 2015 - DEC 2015