

VIVIENNE QUOW

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

PHOTOSHOP 

HTML 

CSS 

JAVASCRIPT 

WORDPRESS 

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

MAY 2019 - MAR 2020

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

MAR 2017 - MAY 2019

- 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

ONGOING

- 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

OCT 2016 - MAR 2017

- 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

JUN 2014 - JUN 2016

- 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

JAN 2015 - DEC 2015

- 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.