

# cherylchang

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experience

## 2009-Present

Quinstreet | Foster City, Ca | Jr. Web Designer

*Provide creative solutions with the marketing team to drive sales leads for a performance-based online marketing company: Design targeted web banners, emails, e-newsletters, FODs and landing pages across a wide range of verticals. Create comps for A/B testing in search of best practices.*

## 2008-2010

Hyphen Magazine | San Francisco, Ca | Layout Artist/Graphic Designer

*Designed marketing materials such as flyers, online banners and programs for philanthropic events and also worked closely with the Creative Director in creating spreads for the non-profit Asian American publication.*

## 2009, 90-Day Internship

RBG Marketing | Walnut Creek, Ca | Creative Production Intern

*Designed direct mailers, consumer/trade ads, inserts, tear pads, rebate forms, point of purchase signages, emails, web banners and landing pages for clients such as Invisalign, Kelly Moore Paints, Spot and Insound. Prepared presentations, packaging and marketing kit mock-ups under extremely strict deadlines.*

education

## University California, Davis

Bachelor of Arts in Design with the emphasis in Visual Communications

professional skills

Adobe CS5  
HTML/CSS  
Web Design  
UI Design  
Print Design  
Print Production  
Branding & Identity  
Fluent in speaking and reading Chinese, Mandarin

interests

Hiking, being a foodie, traveling and reading interesting articles on gizmodo.