SYLVIA YU

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Highly motivated, creative, detail oriented, and always ready for a challenge, I am a graphic design professional who is passionate about creating effective visual communications, from concept to production. Never met a deadline that I didn't meet, or a budget that I didn't respect. While layout, typography and identity development are my specialties, I am experienced in producing compelling visual designs across multiple media.

Professional Experience

Freelance Graphic Designer
2007 to Present

I collaborate with my clients and production partners to execute effective design solutions. Creative services include brand development, event invitations and promotions, seminar presentations, and education tool development.

Lake Washington Institute of Technology
Faculty Member, Multimedia Design & Production Department
2009 to Present

I develop curriculum, manage class size up to 33 students, inspire students with graphic design techniques and best practices using industry-standard software programs. Classes taught include Adobe Photoshop, Illustrator, InDesign, Acrobat, and Prepress. I also guest speak on topics of paper and digital publishing.

American Stationery, Peru, IN
Contract Graphic Designer — 2012 to 2014

Created fresh, on-trend invitation products and catalogs that led to 20% sales increase. Responsible for product design and development as well as online and print marketing material designs.

PRO Sports Club, Bellevue, WA
Graphic Design Intern — 2010

Designed internal marketing materials including brochures, flyers, invitations, digital and printed signages. Also photographed products and manipulated images for various marketing materials.

Education

Bachelor of Technology in Applied Design — 2011

Associate of Arts in Multimedia Design and Production — 2009

Lake Washington Institute of Technology, Kirkland, WA

Bachelor of Science in Marketing — 1994

Indiana University, Bloomington, IN

Technical and Personal Skills

- Fluent in Adobe InDesign, Photoshop, Illustrator, Acrobat and Quark Xpress
- Comfortable with Microsoft Office applications and Adobe Muse

- Dual Platform
- Leadership
- Time Management

- Attention to Details
- Work collaboratively and independently