

YUANXU

experience

Gracious Home, New York, NY

Graphic Designer 10.2004 - 09.2005

- Responsible for all phases of design process from idea development to execution
- Designed concepts and layouts for product and brand advertisements
- Created layouts, color schemes and visuals for eCommerce website
- Assisted in developing brand strategy through creative directions

The Magazine Antique, Brant Publications, New York, NY

Advertising Intern 10.2003 - 12.2003

- Gained valuable hands-on publishing experience through supporting the Accounting, Production, and Ad Sales departments with daily tasks
- Designed logos and print ads for a trade show
- Compiled and researched advertising sales data

Detny Footwear, New York, NY

Marketing Intern 01.2003 - 05.2003

- Assisted in developing marketing strategies and establishing brand identity of new product line
- Facilitated photo shoots and other promotional events
- Created story board for Detny Footwear's Fall 2003 visual campaign

IBM Corporation, New York, NY

IT Consultant 07.2001 - 12.2002

- Developed test scripts for an Anti-Money laundering software application for Wells Fargo
- Managed the opportunity and forecasting database system for a data integrity project

education

Fashion Institute of Technology, New York, NY

02.2003 - 05.2005

- Associate Applied Science Degree in Communication Design, Magna Cum Laude

Carnegie Mellon University, Pittsburgh, PA

08.1997 - 05.2001

- Bachelors of Science Degree in Business Administration with a concentration in Marketing and Computing and Information Technology

computer skills

Adobe PhotoShop, Illustrator, QuarkXPress, Macromedia Fireworks, DreamWeaver, Flash, Microsoft Word, Access, Visio, Excel, HTML, JavaScript, SQL, MacOS, Windows

languages

Fluent in writing and speaking Mandarin Chinese, conversant in French and Japanese