

# VANESSA CHEUNG

DESIGNER | GRAPHIC.WEB.MARKETING

FRONT-END WEB DEVELOPER

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## DESIGN SKILLS

Responsive, Marketing, User Experience, User Interface, Website, Social Media, Email, Newsletter

## NEW YORK STOCK EXCHANGE, Graphic Designer

JUNE 2015 - PRESENT | GOVERNANCE SERVICES | NEW YORK, NY

- Responsible for designing all marketing materials; building responsive landing pages and newsletter.
- Participate in designing and creating the brand guideline for Governance Services.
- Assisting and collaborating with the design team to improve UX and UI of our products.

## EVERYDAY HEALTH, Marketing Designer

OCTOBER 2012 – JUNE 2015 | HEALTH AND WELLNESS | NEW YORK, NY

- Design integrated, user-centric content strategy solutions to create the most engaging content.
- Explore new ways to enrich, enhance, and engage customer experience while preserving brand aesthetics.
- Strategically optimize designs based on data analysis to drive stronger performance and conversion rates.
- Responsible for designing landing pages, emails, banners, infographics, and social media campaigns.

## FREELANCE, Graphic Web Designer & Front-end Web Developer

JANUARY 2007 – PRESENT | ON-LINE MEDIA | NEW YORK, NY

- Design and code the look and feel of web pages based on the company's branding.
- Produce quality digital graphics for print, web, and mobile (i.e.: advertisements, banners, and emails).
- Provide technical support on hosting services, domain, FTP, SEO, and web analytics.

## LITTLE MISS MATCHED, Freelance Web Designer & Photo Editor

JUNE 2012 – JUNE 2014 | APPAREL | NEW YORK, NY

- Responsible for designing and managing their 2012 back-to-school campaign including product photo retouch, resize, and image optimization; as well as landing pages, banners, promotional advertisements, and emails.
- Design 3-4 emails a week from layout to coding, testing, and scheduling.

## BLOOMBERG LP, Freelance Graphic Designer

JANUARY 2012 – JANUARY 2014 | VIDEO PRODUCTION TEAM | NEW YORK, NY

- Assisted the video production team in creating online marketing medias for their clients.

## GOTHAM PHOTO COMPANY, Freelance Graphic Designer

JANUARY 2012 – DECEMBER 2012 | REAL ESTATE | NEW YORK, NY

- Responsible for designing their marketing materials: banners, e-brochures, flyers, and social media graphics.
- Assisted in-house luxury property photographers with photo retouching, image creating, and color correction.

## TEAM5, Graphic Designer & Front-end Web Developer

JANUARY 2009 – JANUARY 2012 | REAL ESTATE / SOFTWARE ENGINEER | NEW YORK, NY

- Responsible for designing marketing campaigns, banners, print advertisements, wireframes, and websites.
- Provide assistance for web developers with production work and front-end development.

## EDUCATION / CERTIFICATES

NOBLE DESKTOP, Responsive HTML Email Programming

FASHION INSTITUTE OF TECHNOLOGY, Graphic Design

## TECHNICAL SKILLS

ADOBE CREATIVE SUITE } Photoshop | Illustrator | InDesign | Dreamweaver | Flash

LANGUAGES } HTML | CSS | ActionScript | JQuery

ONLINE PLATFORMS } LiveBall | Responsys | NetSuite | MailChimp | Constant Contact