

DIANA UNG

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www.deeindesign.com

DESIGN QUALITIES

Thorough and meticulous

Eager and passionate

Fast and able to work under pressure

Adept in a wide range of styles

Ability to follow the creative brief and other guidelines

Excellent knowledge of design, typography and color theory

PERSONAL PROFILE

My main passion and occupation is web and graphic design. At the age of 12, I was intrigued by digital artworks and the expanding sophistication of the World Wide Web that lead me to create my first website. I find the Internet, with its vast library of information, to be one of the greatest places to research, study and expand my skill set. Web and graphic design instantly turned into a real passion.

I have been using computers for almost 15 years and have gained an excellent knowledge in all areas of design, computers and the Internet. I am very passionate about the industry and I am interested in all facets of art, photography, computers and technology.

I believe that one of my major strengths is adaptability. I am able to easily switch from being a designer, to coder, to software technician, to decision maker. This adaptability can also be seen in my design work where I am able to handle any task given, be it web, branding, or print.

WORK EXPERIENCE

DeeInDesign - August 2001 to present

FREELANCE WEB & GRAPHIC DESIGNER

Ownership and operation of a freelance design project that provides identity, print and web design.

Select work:

- Boulevard Bistro - Website design
- Healthy Smiles Family Dentistry - Website, logo and postcard design
- Kru Japanese Restaurant - Website design
- Luminance Smile Spa - Website, logo and business card design
- Osaka Sushi Japanese Restaurant - Website, logo, apparel and merchandise design
- Recess - Website, signage, logo and business card design
- Shabu Japanese Fondue - Website, logo, signage, menu, merchandise, business card design
- ULI Sacramento, Young Leaders Group - Business card design

DGS Office of State Publishing, Sacramento, CA - February 2010 to present

DIGITAL COMPOSITION SPECIALIST II

- Prepared preflight job files and produced sample laser proofs.
- Typeset for publication, prepare files for imaging, select and apply page imposition, create files suitable for electronic publishing, and create digital proofs for client approval.
- Operated on multiple computer platforms in order to prepare and/or create digital files for all types of printed and digital publications.

Miyamoto International - April 2008 to June 2009

PROJECT DEVELOPMENT & GRAPHIC DESIGN

- Created posters, flyers, newsletters, brochures, advertisements, e-mail campaigns, and market sector brochures for transportation, infrastructure, power/energy, civic, hospitality, healthcare, and education.
- Updated and maintained Miyamoto's website integrity.
- Served as a consultant for brand control and software technologies.
- Worked closely with CEO, Board of Directors, Principal Engineers, Project Managers, and business development team in the rebranding process to develop graphic identity packages for the firm.
- Coordinated request for qualifications (RFQ) and request for proposal (RFP) packets to clients which requires creating resume templates, project profile sheets, and project lists pertaining to the sector being serviced.

PERSONAL MILESTONES

15 years
using computers

11 years
of design experience

9 years
running, *DeeInDesign*, a
freelance design company

SOFTWARE PROFICIENCY

I have extensive knowledge of many software applications. Listed are those I use on a regular basis:

Adobe Photoshop

I have been using Photoshop extensively since 2000 and consider myself to be an expert user. I use Photoshop to create layouts for most of my print and digital designs as well as retouching and manipulating photos.

Adobe InDesign

This is my preferred application when it comes to laying out multiple page documents. In addition, I have knowledge using Microsoft Publisher and XyVision Professional Publisher.

Adobe Illustrator

I have extensive experience illustrating and designing with vectors. I use Illustrator primarily for creating logos and print media.

Macromedia Dreamweaver

I have used a range of HTML authoring software, but Dreamweaver has been my choice for years. I can also handcode when necessary.

Macromedia Flash

I have ample experience creating interactive media and animations; creating diverse projects in Flash including banners and presentations.

XyVision Professional Publisher (XPP)

I have substantial knowledge and experience using XPP for designing high-volume publications in a range of complexity.

TECHNOLOGICAL PROWESS

I am proficient in the following technologies:

XHTML/CSS

Javascript

PHP

FTP/SSH

PC and Mac Operating Systems

Microsoft Office

Deltek

SKILLS & KNOWLEDGE

Fluent in English and Cantonese

Type 80-100 WPM

EDUCATION

California State University, Sacramento - 2005

Bachelor of Business Science, emphasis in marketing, general management and international business, from the College of Business Administration (CBA) at California State University, Sacramento