

Kai-Ling Su

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Graphic Communications

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Objective

To obtain a position in graphic design, art direction or marketing communications that will allow me to make contributions to and become an integral part of my prospective employer's business attraction, retention and expansion by utilizing my creative, communicative and technical skills, and that will in turn provide opportunities for career advancement and personal growth.

Experience

Agency/Corporate

Creative Designer

July 2005 to Present

La-Z-Boy Incorporated, Monroe, MI

- Design and conceptualize, including corporate brand development, annual reports, brochures, catalogs, direct mailers, La-Z-Boy Furniture Galleries® in-store displays, wayfinders, magazine/newspaper ads, online ads, posters and other marketing collateral for special national promotions.
- Create and program monthly email marketing, Website landing pages and conduct channel preference research and analysis through Exact Target tools.
- Retouch and restore product images and supervise on-site photography.
- Developed and designed an advertising campaign for Kaleidoscope™ system, a revolutionary patent-pending color matching technology, from its logo, a special launch post card, a Try Your Own Color-Matching Session invitation and take-home gift bags to in-store displays with 72 inches Light-Up display towers.

Graphic Designer

August 2001 to July 2005

Edge Creative Group, Ferndale, MI

- Created and programmed the layout design of animated GIF/Flash ads, interactive CD-ROMs, screen savers and Websites for clients such as Ford Motor Company, Federal Mogul, MSX International and Visteon.
- Designed annual reports, brochures, newsletters, marketing folders, posters and other promotional products for clients such as Detroit Edison and Cornerstone Financial Credit Union.
- Created internal/corporate marketing materials such as brochures, business cards, CD labels, flyers, letterheads, logos, mailers, newsletters, promotional emails, PowerPoint presentations, trade show displays and Websites.

Production Director/Chinese Language Specialist

October 1998 to July 2001

Global LT, Inc. Troy, MI

- Supervised clients' creative projects from concept to finish, ensuring timely delivery of final products. Responsible for developing and implementing project schedules, coordinating assignments between departments and staff overseas, negotiating rates with the print shops, and managing proofs.
- Designed and produced digital print-ready documents such as books, business cards, flyers, flow charts, instructional manuals, newsletters and other promotional products in different languages for both internal/external marketing communications.

Graphic Designer

August 1994 to August 1996

San-Ming Publishing Company, Taipei, Taiwan

- Designed promotional/marketing products and created new Chinese typefaces.

Freelance/Part-Time

Part-Time Faculty

September 2009 to Present

Washtenaw Community College, Ann Arbor, MI

- Teach Graphic Design Technology courses including Adobe Creative Suite 5 family.

Part-Time Faculty

May 2009 to Present

Schoolcraft College, Livonia, MI

- Teach Computer Graphics Technology courses including theoretical and the practical aspects of design theory, design process and software application such as Adobe Dreamweaver, Adobe Fireworks, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, XHTML and CSS.
- Taught conversational Mandarin Chinese.

Freelance/Part-Time

Photo Retoucher January 2007 to Present

Art Recovery Technologies, Livonia, MI

- Restore and preserve paintings, frames, works on paper, photographs and decorative arts.

Desktop Publisher January 2001 to December 2003

Detroit Translations Bureau, Bingham Farms, MI

- Typeset manuals, brochures, books and other promotional products in Asian languages.

Art Director November 2000 to December 2002

Su & Su Creative, Southfield, MI

- Created and supervised the design/printing process of Corporate Identity Communication kits, including logos, slogans, business cards, stationery, marketing brochures and company narratives.
- Clients include CultureSpan, L.L.C.; Hatem Consulting and JavaHut Café.

Graphic Design Intern June 1998 to September 1998

Lear Corporation, Southfield, MI

- Arranged layout of quarterly books and monthly newsletters.

Graphic Design Intern March 1998 to June 1998

7th House Music Club, Pontiac, MI

- Designed logos and other promotional materials.

Education

College for Creative Studies January 1999 to May 2002

Detroit, MI

- Bachelor of Fine Arts in Graphic Communications/Interactive Media

Oakland Community College September 1996 to December 1998

Farmington Hills, MI

- Associate in General Studies, Magna Cum Laude

Fu-Hsin Arts and Trade School 1991 to 1994

Taipei, Taiwan

- Double majors in Fine Arts and Commercial Arts

Computer Literacy

Adobe Creative Suite 5 (Acrobat, After Effects, Dreamweaver (XHTML and CSS), Fireworks, Flash (ActionScript 3 and ActionScript 2), Illustrator, InDesign, Photoshop and Premiere), Adobe Director, Microsoft Office, SoundEdit and QuarkXpress

Language

English and Mandarin Chinese

Key Accomplishments

- Blackboard, a Web-based course-management system, certified instructor.
- Developed and deployed La-Z-Boy Inc. email blasts reaching a total of 690,000 recipients, with average open rates increasing from 9.7% to 15.1% in the first 3 months.
- Completed Apsiva content management training. Reduced catalog production times by utilizing its capabilities with Adobe InDesign efficiently and accurately. The company's content is centralized, easily managed and customized online by all channels.
- Pushed to establish and implement changes in creative service procedures resulting in the overall improvement of work quality. Took the initiative to improve and update La-Z-Boy's product catalogs creatively reduced each booklet from a two-page layout to one-page. The result is overwhelmingly effective and provided the company estimated saving of \$35,000 in total print productions.
- Created and implemented La-Z-Boy's marketing campaign to increase brand awareness (ads, brochures, Websites, flyers, and packaging design).
- Developed and launched new innovative Edge Creative Group brand identity. Maximized on-line impact by introducing its new Website and company's online portfolio to drive business.