

Philip Tsang

4631 Benedick ct, Fremont, CA 94555 • 510.456.5083 • philiptdesignphoto@yahoo.com

Skills:

- Proficient design skills in corporate branding, page layout, packaging, trade show display.
- Skillful in Adobe Illustrator, Photoshop, Indesign, Professional Acrobat, Dreamweaver, Flash & QuarkXpress.
- Other Software: Microsoft Word, PowerPoint, Excels, Entourage, Camera Control Pro 2.
- Photography: Digital SLR (Canon & Nikon), Studio Lighting, Photo Editing, Photo Manipulation.
- Fluent in English, Cantonese and Mandarin.
- OS system: Mac & PC

Job Experience

Part-time Sr. Graphic Designer - Mypressi, San Jose, CA

December 2010 - current

- Over see the design department, create marketing materials for promotion use
- Design elegant graphic and materials suited with company award winning products
- Work directly with CEO and Marketing to establish strong communication and efficient team work
- Design appealing graphic layout for email newsletter, brochure, packaging & company branding

Sr. Graphic Designer - Etón Corporation, Palo Alto, CA

July 2006 - Sep 2009

- Developed concepts to ensure design aligned with sales and marketing strategy including: advertisements, packaging, newsletters, and product icon etc.
- Performed as product photographer for company catalog, advertisements, packaging, magazine, web site, display, and variety of press release materials.
- Collaborated with Art Director and Marketing team to develop new look and direction of the company.
- Created and designed packaging for varies products in different regions.
- Communicated with print vendors and attended press checks as necessary.
- Created short flash video clip for individual products to promote in CES (Consumer Electronics Show) and company web site.

Graphic Designer - Zonic Design, San Francisco, CA

January 2005 - July 2006

- Developed new concepts for mailer, post-card and coupon booklet for different auto dealerships' promotion.
- Manipulated and color corrected high resolution vehicle images for use in different designs.
- Worked with Sales Director and Art Director to create dynamic designs that increased company sales.
- Prepared & delivered final design for four-color-film output and printing pre-set.

Graphic Designer - Ming Pao Printing

April 2004 - December 2004

- Planned and designed up-to-date Chinese weekly newspaper supplements.
- Taylor-made color and black-and-white advertisements according to client needs.
- Managed Design team to ensure quality of the ads and productions.
- Collaborated with Sales and Marketing agents to ensure works aligned with newspaper and magazine themes.
- Managed multiple projects and shifting priorities in a dynamic environment.
- Corrected newspaper color photo and prepared for film output.

Graphic Designer - Wagon Corporation

November 1998 - April 2002

- Created marketing collateral such as brochures, flyers, packaging, and newsletter to meet the company's marketing strategy.
- Worked closely with Marketing department to coordinate trade show displays and posters.
- Designed quality printed collateral for high profile properties while working to achieve cost effective results within strict project deadlines.
- Performed marketing research on promotional trend to make recommendations to managerial level.

Additional Experience:

Southbay Chinese Baptist Church - Graphic Designer
Design booklet covers, church event flyers, posters

May 1997 - Present

Joyful Noise Xpress - Design Director

June 2007 - Present

Lead two other designers to plan and design the branding identity of this non-profit Christian music ministry. Produce Powerpoint presentation background graphic, flyers, newspaper ads, poster, photo editing, and stationary.

Education:

San Jose State University - BA Photography, Graphic Design Minor
Ohlone College - Graphic Design Certificated

References available on request