



# Eve Qiao

Graphic + Web Design

eveqiaodesign.com

## EDUCATION

Rochester Institute of Technology, Rochester NY  
BFA in Graphic Design | May 2016  
Minor in Japanese Language  
GPA 3.61

## DESIGN SKILLS

Responsive Web Design  
Web and User Interface Design  
Brand Development  
Typography  
Design Imagery  
Information Design  
Design Production  
Systems Design  
Wireframing  
User Flow  
Packaging Design  
Familiar with User Research and User Testing

## SOFTWARE SKILLS

Photoshop  
Illustrator  
InDesign  
Dreamweaver  
Microsoft Office  
HTML  
CSS  
Familiar with After Effects

## PERSONAL SKILLS

Leadership  
Independence  
Teamwork  
Time management  
Reliability  
Personal Accountability

## EXPERIENCE

### Zacks Professional Services

*Graphic Designer | January 2020 - Present*

Zacks Professional Services is a finance company that provides tailored software solutions and resources based in research to investment professionals to help them achieve their goals.

- Design email, landing pages, and PDF marketing materials
- Coding responsive email with HTML and CSS
- Update and maintaining brands of internal clients
- Work with marketing team members to deliver projects on time

### Measured Marketing, Inc.

*Digital Graphic Designer | February 2017 - December 2019*

- Designing email marketing layouts based on clients' branding
- Coding email designs with HTML and CSS
- Updating existing email designs based on client requests
- Testing client provided emails on all email platforms
- Acknowledging client, creative director, and coworker feedback to create better designs

## ACTIVITIES AND HONORS

### Tora-Con

*Conbook Editor | July 2014 - April 2016*

Tora-Con is an annual anime convention hosted by the Anime Club at RIT.

- Designed the convention booklet

### Imagine RIT: Innovation and Creativity Festival Exhibit | May 2016

Imagine RIT is an annual campus-wide event that showcases the innovative and creative projects of students and faculty.

- Organized the exhibit space for showcasing our app prototype
- Presented and explained app design to visitors

College of Imaging Arts and Sciences Dean's List (December 2012 - May 2016)

National Society of Leadership and Success Member (August 2014 - May 2016)

## ACTIVITIES I ENJOY

Drawing | Gaming | Reading | Dancing | Drinking coffee and tea  
Being curious