### **LAN GAO**

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Portfolio Website: langao124.wixsite.com/photo



### **QUALIFICATIONS**

- 6 + years of graphic design experience, including book covers, web sites, web banner, email campaigns, social media, newspaper layouts, magazine layouts, brochures, posters, Promotion Flyers, and logos.
- Expertize in layout, typography, image manipulation, color management
- Strong photography skill and illustration skill.
- Solid experiences on coordinating projects from concept to final product.
- Strong skills of Photoshop/Illustrator/InDesign/Sketch.
- Strong understanding of print and digital design fundamentals.
- Attention to detail, high working performance and good Team player.
- Committed to meeting deadlines without surrendering quality.
- Solid working experience in a MAC/PC environment.
- Strong organizational skills.
- Experience in HTML, CSS and JavaScript.
- Enjoys working closely with others.

### **CAREER OBJECTIVES**

Graphic Designer

#### **EDUCATION**

Sep 2011 to 2015

Bachelor of Design OCAD University Toronto, Ontario Canada



#### PROFESSIONAL EXPERIENCE

#### Graphic Designer May 2015 to Dec 2019

#### Grocer Capital Group <a href="http://www.grocercapital.com">http://www.grocercapital.com</a>

- Worked with CEO and sale department to design marketing advertisements and presentation materials.
- Commutated with business team converted business requirements and ideas into graphic prototypes.
- Collaborated with IT development team for implementing web and mobile applications from design.
- Magazine and catalog design and layout, illustration, hand-lettering, photo retouching, and production.
- Designed web pages, web banner, email campaigns, social media, mobile App UI/ UX, Promotion Flyers and logos.
- Provided proposal layout and design under extremely tight deadlines.
- Create and follow Brand Guidelines.
- Tracked and ensured printing quality as well as determined the acceptability of color reproduction through comparing original design.

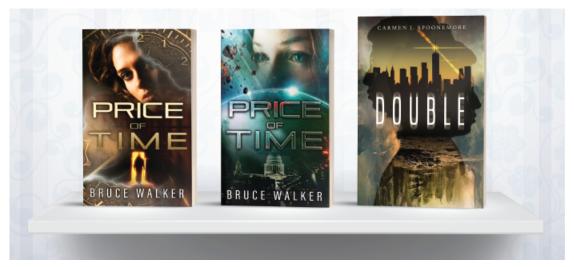
#### Graphic Designer Jan 2019 to present

#### **Freelance** -ABDESIGN <a href="https://langao124.wixsite.com/photo">https://langao124.wixsite.com/photo</a>

- Successfully designed projects from concept through completion including book covers, posters, flyers, logos, packages, mobile App UI/UX and web sites.
- Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements.
- Execute Photoshop files with detailed Color Correction for Pre-press work
- Communicated with clients, resolved concerns and maintained relationship.

# **DESIGN SAMPLES**







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GCG website GCG is committed to our clients



Arts in the Vatican Museums Historical museum art website with a modern twist

## **DESIGN SAMPLES**



Mental strength basketball APP
This app uses visualization and imagery to help
basketball players achieve peak performance







Briganti poster design Red wine product

LOGO design