



# LENA SHAO

Graphic Designer

## CONTACT



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MISSISSAUGA, ON



WWW.LENASHAO.COM



## PROFILE

- Strong knowledge and understanding of conversion design elements with a creative flair.
- Strong proofreading skills and attention to detail
- Comfortable in a fast-paced environment and deadline driven
- Patient, customer service oriented and open to constructive feedback



## EXPERIENCE

### Brandco Direct

Graphic Designer

Mississauga, Dec 2017 - Present

- Prepare various forms of content for multiple platforms, such as illustrations, infographics, event display banners, and other marketing materials
- Designed website banners weekly, and served over 2000 clients and delivered the product information to more than 15 business customers, including P&G, Royale, GODIVA, NESTLE, Pingles
- Develop visual design styles appropriate to target buyer personas, brand archetypes, and client style/brand guidelines

### Cimer Co, Ltd

Graphic Designer Intern

Nankin, May 2016 - Jun 2017

- Redesigned the website banner, estimated to increase the 30% click rate
- Collaborate with the team in discussing business objectives and requirements for design material from conception to completion
- Handled complaints and solved problems from customers, contributing to company's image building. Exercised communication and conflict-resolving skills to the fullest.
- Present creative internally and be open to receiving critical feedback



## SKILLS



Adobe  
Photoshop



Adobe  
Illustrator



Adobe  
Indesign



Adobe  
Aftereffect



Zbrush



Html  
&  
CSS



## EDUCATION

### Sheridan College

Advanced diploma in Visual & Creative Arts  
2014-2017

- GPA: 3.7/ 4.0
- Graduate with Honors