



LENA SHAO

Graphic Designer

CONTACT



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549 SHIPKA CRT,
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 - Jan 2018

- Served over 2000 clients and delivered the product to more than 15 business customers, including P&G, Royale, GODIVA, NESTLE, Pingles
- Prepare various forms of content for multiple platforms, such as illustrations, infographics, event display banners, and other marketing materials
- 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
- Work with the design lead to maintain and evolve the visual design system within the company
- Present creative internally and be open to receiving critical feedback



SKILLS

90%

Adobe
Photoshop

90%

Adobe
illustrator

85%

Adobe
Indesign

70%

Adobe
Aftereffect

55%

Zbrush

25%

Html
&
CSS



EDUCATION

Sheridan College

Advanced diploma in Visual & Creative Arts
2014-2017

- GPA: 3.7/ 4.0
- Graduate with Honors