



tina tjahyono

GRAPHIC DESIGN PROFESSIONAL

telephone

415 . 806 . 3638

email

tina@twenty4sevencreative.com

web

twenty4sevencreative.com

location

Alameda, CA

talented web & graphic design professional

Proven professional with 6+ years' successful, progressive experience in creating and managing visual strategies focusing on experience and quality; seamlessly integrating dynamic e-commerce, media and marketing; and creating web initiatives that build brands. Acknowledged by managers, colleagues and clients for the ability to quickly grasp new concepts, arrange priorities, producing results that exceed expectations. Observes tight deadlines in high-pressure environments with a sharp eye for detail and precision. Possess extensive project management and coordination experience; well-versed in selecting / managing vendors; understand—and seize—the possibilities of search engine optimization (SEO). Proven track record of creating and delivering digital campaigns that move audiences, propel response, and gel seamlessly with overall brand / messaging. Can switch on a dime between projects. Committed to continual education, and experimenting with the newest tools.

- ♦ **Visual and Layout Design Solutions**
- ♦ **Microsites / Splash / Landing Pages**
- ♦ **Web / Email Layout**
- ♦ **Client Relations**
- ♦ **Continually Refining Skills**
- ♦ **Expert Photoshop Skills**
- ♦ **B2C / B2B Projects**
- ♦ **Project Management**
- ♦ **Working On Budget / On Time**
- ♦ **Logos / Brand Design**
- ♦ **Print Collateral / Signage**
- ♦ **Technology-Savvy**
- ♦ **Detail-oriented**

technology

Adobe Photoshop, Illustrator, InDesign, Acrobat, Bridge, MS Office, Dreamweaver; TextMate; Basic HTML (CSS)

professional experience

Aug. '11 – present. Sr. Graphic Designer, Blackhawk Network, Pleasanton, CA.

Handles design layouts, logo design, brainstorming sessions, and strategizing for various web and print-based projects.

- ♦ Teams with the Marketing Director to fulfill scheduling requirements for in-house promotions, offering project updates and recommendations to retail partners, directors and executive staff.
- ♦ Instrumental in driving conceptualization and implementation of original promotional and branding materials for multiple print formats including logos, gift cards and gift card packagings for Visa and Master Card (for Canada), PayPower (for Canada) and Giant Eagle, conceptual renderings for presentations, and marketing collaterals (ie. flyers, posters, signage).
- ♦ Innovates new design concepts and development of web page layouts, e-mail newsletter, and banners.

March '10 – Aug. '11. Web-Focused Graphic Designer, PartyCity.com (eCommerce division of Party City), Pleasanton, CA.

Served as web-focused graphic designer at e-commerce division of America's largest specialty party goods with 600+ stores nationwide. Created website template, working with senior management to formulate style.

- ♦ Participated on team crafting overall look / feel for Halloween 2010, where site's profit increased 400% vs. '09.
- ♦ Utilize strong web skills to design impactful HTML emails, web banners, coupons, gateway and landing pages, online promotions and more.
- ♦ Collaborate with merchants and senior management to craft compelling, exciting graphics exceeding ROI expectations, meeting tight deadlines, and following corporate guidelines.
- ♦ Work closely with merchandising and marketing teams, senior management (creative director, director of marketing, email marketing manager) and advertising agency account managers to create 2 - 4 weekly emails.



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Sept. '05 – Jul '11. Freelance Designer, California & nationwide.

Solicited, secured and managed graphic / web design clients, for companies including **Clear-Com**, Alameda, CA; **Think Rich Get Rich** (thinkrich-getrich.com, UK); **Karmila Design**, **Cooper's Pick** (cooperspicks.com), many others.

- ♦ Worked with business owners, developers, advertising departments, and other key stakeholders.
- ♦ Created print / online collateral such as ads, digital product launch invitation, catalog map, email marketing layouts, tradeshow graphics, customized web banners—all while meeting aggressive deadlines.
- ♦ Resized ads for trade magazines.
- ♦ Built hip iTunes-style homepage for Indian music website.
- ♦ Designed feature-heavy, robust website for heavily-trafficked sports-betting website.

Oct. '07 – Nov. '09. Graphic Designer, Ace Industries, Norcross, GA.

Served as sole graphic designer at major crane company. Teamed with CEO to help transform company's branding to reflect its modern, vibrant essence. Overhauled website, yielding industry's highest-regarded site, dramatically increasing ecommerce.

- ♦ Created new design templates for corporate websites; six (6) new print catalogs totaling 350+ pages, and designed direct mailers, newsletters, e-flyers, marketing materials (calendar, cycling jersey, decals, tradeshow materials), several logos for multiple divisions.
- ♦ Designed compelling flyer used by sales team: one inside sales representative sent out 30 flyers, and received two (2) RFQs (Request for Quotes) in less than an hour.
- ♦ Created two (2) print catalogs under tight deadline, while creating the most popular collateral material at a tradeshow.
- ♦ Met emergency request for Line Card used in sales presentation: crafted concept, design and completion of the project in less than four (4) hours.

Jan. '07 – May '07. Graphic Designer, Stammel & Partners, Roswell, GA.

Cultivated deep client relationships while working at small advertising agency.

- ♦ Designed, created wide-ranging print products: publications, ad campaigns, corporate identities, direct mailers, brochures, promotional / marketing materials, posters and more, yielding increased client satisfaction and supervisory commendations.
- ♦ Teamed with principal client, UT Federal Credit Union, to work 1:1.
- ♦ Worked with minimal-to-no supervision as Owner frequently traveled overseas; delivered high-quality materials on time, regardless.
- ♦ Consistently exceeded client expectations on timeliness, budget, ROI.

June '06 – Nov. '06. Graphic Designer, InovaOne Studios, Alpharetta, GA.

Served as graphic designer at one of area's top boutique design agencies.

- ♦ Crafted concept for OMYA banner—in two (2) hours—that client chose over multiple submissions.
- ♦ Brainstormed, designed, produced wide-ranging print projects: corporate identities, brochures, promotions, posters, banners, direct mailers, CD / DVD labels, more.
- ♦ Created Plan A Review Analysis (12-page, saddle-stitched booklet) for NAMB (North American Mission Board) employee review—receiving glowing client review.

education

BFA, Graphic Design, The Art Institute of Atlanta; Atlanta, GA; Sept. '05

Honors: Dean's list (3 times); Honor Roll (Apr. '01 – Apr. '02); Hope Scholarship