

Jeffrey Niu

UI/UX Designer

UI/UX designer with a background in Graphic Design. A team-oriented designer that can effectively transform client ideas into stunning visual solutions.

Pleasanton, CA

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Work Experience

Markstein Sales / Graphic Designer

March 2019 - Present, Antioch CA

Design and production of a wide range of marketing assets and POS displays to support our Sales and Marketing teams. These items include posters, banners, stickers, mounted signs, and other POS items. I design within client and sales team styles guides and specs to assure brand consistency and strategy. Daily use of Adobe Creative Cloud applications, large format printers, laminator, and mounting materials.

Brand Uprise / Web Designer Intern

June 2018 - Aug 2018, Milpitas, CA

Conducted client research through discovery process and communicated client values through design. Created mockups and wireframing prior development and assisted with Wordpress Ecommerce development. Also helped create with creating marketing campaigns for social media accounts.

Whole Life Lifted / Web Designer

April 2017 - June 2018, Milpitas, CA

A freelance job where I worked closely with client to visually communicate core values, vision, and objectives. Created wireframes and mockups. Integrated user flows into design. Effectively converted design into functional website.

Skills

- User Research (competitive Analysis, User Interviews, Data Analysis)
- User flows, wireframing, and prototyping
- Building a cohesive brand and styleguides
- Usability Testing
- Responsive Web Design
- Mobile app design (iOS and Material)
- Design principles and heuristics
- Interaction design and animation
- Designing Symbols and Iconography
- Adobe Creative Suite (Photoshop, Illustrator, XD, Indesign, After Effects)
- Figma, Sketch, Adobe XD
- Basic Front-End Development Skills (HTML, CSS, Javascript, Github)

Education

CareerFoundary UI Design Certificate

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