

# betty chen

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## OBJECTIVE:

To enter a graphic design position where I can best utilize my graphic and creative skills and seek growth within the company.

## HIGHLIGHTS:

Extensive MAC/PC skills:

- Adobe CS2
- Illustrator
- Photoshop
- InDesign
- Ability to learn other programs and applications quickly.
- Strives under pressure and adapts well to deadlines.
- Over five years of diverse graphic illustration experience.
- Excellent verbal and written communication skills.
- Highly organized and conscientious of details.
- Macromedia MX Suite
- Dreamweaver
- Flash
- Fireworks
- Final Cut Pro
- Soundtrack
- Adobe After Effects 6.5
- MS Office/PowerPoint
- Maya 6.0
- Sonic DVD Creator

## FREELANCE:

- AUTODESK** - San Francisco, CA *January 2007 - Present*
- Presentation graphics for executive speakers at corporate tradeshows.
  - Concept and design for corporate rebranding.
- CREATIVELIFT** - San Francisco, CA *June 2006 - February 2007*
- Strived well in a fast paced environment for direct marketing materials and online visuals.
  - Designed web banners and postcards for AOL and Vonage.
  - Prepared files for print production.
- FIRST AMERICAN TITLE** - San Francisco, CA *February 2006 - Present*
- Redesigned web buttons and banners for new Latino site.
  - Created banners that reported to be viewed 140,000 times in December and clicked on 3,300 for a click through rate of almost 2.5%.
- ARUP** - San Francisco, CA *February 2006 - May 2006*
- Prepared dynamic Powerpoint presentations for executives.
  - Converted complex maps to simple, comprehensible graphics.
- SPARK ALLEY** - Berkeley, CA *November 2005 - Present*
- Provided dynamic concepts and animation series to be displayed in Palm, Inc. kiosks.
  - Worked closely with lead designer for animation transitions, style and concepts for Palm, Inc. Air Canada airport signage.
  - Redesigned Powerpoint presentation for executives at Palm, Inc. tradeshow in Spain.
- SCREAMSTREAM** - San Francisco, CA *January 2006 - Present*
- Chief editor for animated motion graphics and sound design for surf video documentary.
  - Concept and design for Peerflix web banners and buttons.
- EMOCHILA** - San Francisco, CA *November 2005*
- Front-end web design for various CPA customers.
  - Worked closely with clients to design a personal site that preserves the continuity of their current marketing material.
- M&B REALTY INVESTMENTS** - San Francisco, CA *November 2004 - present*
- Extensive branding and identity package for a San Francisco realty investment company.
  - Oversaw entire branding production of press kit, letterhead, envelopes and business cards.
- PERMIRUS GLOBAL TECHNOLOGY** - Oakland, CA *November 2004 - present*
- Successfully implemented international software company's vision for corporate identity.
  - Created application design and style for Bendemeer Technology.
  - Executed a series of postcards and flyers for mail distribution for Logiciel, Inc.
- LMK MEDIA** - Berkeley, CA *March 2005 - August 2005*
- Solely designed and created personal website for company founder.
  - Created dynamic series of ten second broadcast spots including sound design.
  - Collaborated in designing full identity package for the company.
- UPN 44 NETWORK** - San Francisco, CA *October 2004*
- Prepared winning storyboard and concepts for animation that aired December 2004.
  - Successfully executed a four second network spot in collaboration with team members.
  - Met critical deadlines in response to client reviews and revisions.

## DRAFTING:

- BEYER WEAVER & THOMAS, LLP** - Mountain View, CA *October 1999 - August 2002*
- Solely supported and provided 28 attorneys and agents with patent illustrations.
  - Met and exceeded critical patent office deadlines for filing with formal drawings.

## EDUCATION:

- EXPRESSION CENTER FOR NEW MEDIA** *Graduation Date: February 2005*
- BS Graphic Design

## REFERENCES:

- Available Upon Request