



David Chiang • Graphic Designer

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I've been working professionally as a designer in print and digital media for 20 years.

For almost a decade, I worked for Tower Records' national marketing department. First as senior graphic designer, then in the later years - I also took on the duties of co-managing the art department. I maintained Tower Records' branding standards, designed print ads & marketing materials for stores nationwide, and worked with in-house & outside print shops.

For the next decade, I was the graphic designer & digital director for Lee Marketing & Advertising Group - a marketing agency located in Sacramento, California with diverse clients. I've done design work in print and digital media, web development projects with focus on WordPress website design, hosting and management.

I am a designer with high standards and strong work ethic.

Experience

Lee Marketing & Advertising Group

Graphic Designer / Digital Director • April 2007 to January 2018

Creative work for marketing firm with diverse clients; including local and online retail outlets, restaurants and breweries, regional and national secondary and postsecondary school groups.

- Working closely with account managers, social media director, and directly with clients.
- Design and manage digital campaigns, weekly email blasts, social media custom graphics, banner ads.
- Digital content management: create website and landing page design in WordPress, monitor and implement contents, system and software updates. Manage and host websites in cPanel and custom WordPress environments.
- Print design: logo design & identity packages, magazine & newspaper ads, direct mail inserts and postcards, brochures, newsletters, catalogs, menus, event programs, posters, flyers, large-format banners and billboards.
- Manage all aspects of print production directly with local and web-based printers.
- Layout and production of client proposals and strategic marketing plans.

Tower Records / MTS, Inc.

Senior Designer / Acting Creative Director • May 1997 to October 2006

Design print advertising, point of sale displays and merchandising material for all Tower Records' retail stores in the United States.

- Acting as in-house art department director in the absence of creative director.
- Oversaw and proof all art department designers' projects with production manager.
- Coordinate with regional and national marketing managers on monthly sale events and localized in-store marketing.
- Maintenance of corporate brand identity and manage all internal and external branding requests.
- Work directly with in-house print shop and run press-checks with outside print vendor on annual holiday advertising inserts.

Education

Graphic design study at Pasadena City College and Sacramento City College

Core Skills

- Working extensively in Adobe Creative Suite applications (Photoshop, Illustrator, InDesign) and Microsoft Office applications
- WordPress web development
- Special interest in logo design, with consideration to consistent and cohesive branding
- Excellent communication skills and attention to details

Accolades

- Winning design for March of Dimes' first annual WalkAmerica design contest
- NARM Award for Tower Records in 2002: creative for 'NSYNC promotion