



David Chiang • Graphic Designer

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

For about a decade, I worked for Tower Records' national marketing department - first as senior graphic designer - then in the later years, I took on the duties of co-managing the art department. I maintained Tower Records' branding standards, designed marketing materials for stores nationwide, and worked with in-house & outside print shops. I was the graphic designer & digital director for Lee Marketing & Advertising Group - a marketing agency located in Sacramento, California with diverse clients.

Most recently, I manage marketing for Swabbies on the River, a Sacramento local favorite for live music and famous tacos. I am a designer with high standards and strong work ethic.

Experience

Swabbies Inc.

Marketing Director • May 2018 to Current

Digital, print, social media marketing & design work for river front restaurant and live music venue.

- Social media graphics & marketing, Mailchimp email marketing, Eventbrite event planning.
- Print & website design for restaurant and hosted events, plus manage company's digital contents.

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.

- Layout and production of client proposals and strategic marketing plans.
- 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.
- Design and manage digital campaigns with email blasts, social media graphics, banner ads.
- Digital content management: create and maintain websites and landing pages in WordPress. host websites in cPanel and customized WordPress environments.

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.

- Oversee art department projects with designers and production manager, coordinate with marketing managers on national 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

- Print & digital design with Adobe Creative Suite, and Microsoft Office applications
- WordPress web development & management
- 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