



## Margaret Yang | Graphic & Web Design

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### EDUCATION

8/2003-5/2007

**B.A. in Art, emphasis in Graphic Design, California State University, Northridge (CSUN)**

GPA: 3.54, Cum Laude

### DESIGN EXPERIENCE

11/2007-present

**Designer, silverECHO, Inc., Los Angeles, CA** | [silverECHO.com](http://silverECHO.com)

- Assist Creative Director with development, design, and revision for both print and web media
- Communicate with clients through Basecamp (Project Management) to track and manage design process
- Manage graphics and production requests, and upload files via Content Management System (CMS) or FTP
- Develop/design online content such as: email marketing campaigns, web sites, and landing pages
- Develop/design print collateral such as: direct mail, rack cards, brochures, and promotional items
- Prepare outlines/train clients how to use the WordPress CMS, manage plugins relating to their CMS-powered web site, and how to use various online photo editing tools
- Experience with e-mail marketing services such as MailChimp and Emma, styling/modifying templates
- Design and prepare print and web media within established design parameters/style guides

1/2006-present

**Freelancer, MY Design, Northridge, CA** | [margelous.com](http://margelous.com)

- Offer general graphic design services - small businesses to non-profit organizations
- Develop/design collateral such as: brand identity, brochures, tradeshow display, eBay auction page

9/2006-12/2006

**Intern, Meat and Potatoes, Inc., Burbank, CA** | [meatoes.com](http://meatoes.com)

- Lay out digital perspective views from finished flat artwork for studio's web portfolio
- Archive mechanicals and organize production area

### EXHIBITIONS

5/2007

Typographer Spotlight: Jan Tschichold, CSUN Annual Juried Student Art Show

### HONORS

2006

International Design Summer Workshop, Hanyang University, Ansan, South Korea

2005

International Design Summer Workshop, California State University, Northridge  
Golden Key International Honour Society  
National Society of Collegiate Scholars

5/2007

Cum Laude

2004-06

Dean's List

### SKILLS

Intermediate skills in Adobe CS3: Illustrator, Photoshop, InDesign, Dreamweaver; HTML/CSS  
Basic understanding of Flash, JavaScript. Working knowledge of WordPress and CMS driven web sites  
Proficient in both PC and Mac platforms

- Positive attitude and strong work ethic, open to direction
- Ability to manage multiple projects at a time, prioritize and set/meet production deadlines
- Familiar with production process for both print and web
- Good organization skills and communication skills, both written and oral
- Ability to be flexible and accommodating under pressure
- Ability to work both independently and as part of a team

### AFFILIATIONS

present

Member, AIGA, The Professional Association for Design, Los Angeles Chapter

2006-2007

Vice-President, Student Advertising Graphics Association (AIGA/SAGA), California State University, Northridge