



Qinghua Zhang (Eddie)
Graphic/Web designer

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Profile Art Direction and Design incorporating a strong balance between visual impact and functionality for either printed material and/or websites using software and web programming.

Skills	Brand Identity I create an intensively stunning visual identity that effectively communicates the brand's unique identity.	Web Design / Development I create the concepts, artwork and layout for website, providing an enjoyable and intuitive experience for your customers from start to finish.	Interactive I take creative assets and transforms them into Flash build. Creates banners and Flash video integration.
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Technology	Expert Level Art direction and Design, Adobe Creative Suite, Flash design and animation. Basic Level ActionScript 3, Video Editing and PHP & MYSQL	Good Working Knowledge Web programming, including HTML, CSS and JavaScript/JQuery. Web design issues, including browser usability and cross-platform compatibility. Web production development, testing, implementation and maintenance.
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Experience

Freelance Graphic Designer / Web Developer **July 2008 - Present**
RESPONSIBILITIES: Art direction, Design, Front-End Development, Maintenance

Graphic Designer / ML Graphics **July 2006 - July 2008**
RESPONSIBILITIES: Art direction, in-house promotional design

Overview: Creates and executes creative concepts for variety of creative projects, including advertisements, brochures, catalogs, direct mail, corporate identity. Also responsible for the design, layout and formatting of materials.

Art Director & Front-End Developer / Happy Paws Pets Resort **May 2004 - June 2006**
RESPONSIBILITIES: Art direction, Design, Front-End Development, Maintenance

Overview: Creates and executes creative concepts for both graphic design and web design. Creative the concepts, artwork and layout the company web site. Be responsible for the development, testing, implementation and maintenance. Also improves web design issues, including browser usability and cross-platform compatibility.

Graphic Designer / Win Restaurant Equipment Center **August 2001 - April 2004**
RESPONSIBILITIES: Design and Production Artist

Overview: Started at a one-man In-house Design Department. Totally familiarized myself with the company's' products and organized the company's identity system. I then proceeded to design and update a variety of creative projects, including their large product catalog, production sheet, displays and signage.

Education **Bachelor of Music / Tianjin Conservatory of Music**

Reference **Howard Pearlman from www.hpmannigitalart.com.**
"Eddie is a highly creative and motivated designer"

References available on request