



Maggie Lu

Graphic & Web Design

Contact Information

4929 Azusa Canyon Road, Baldwin Park, CA 91706

Phone: (626) 652-8508 **E-mail:** lu.magg@gmail.com

Portfolio: <http://portfolio.wings-x.net/>

Technical Skills

Photoshop CS3-CC
Illustrator CS3-CC

InDesign CS4-CC
Dreamweaver CS5-CC

After Effects CS6-CC
HTML5, CSS3

WordPress, Magento
Axure RP Pro

Education

California State Polytechnic University, Pomona, California

Bachelor of Fine Arts degree in Graphic Design | Minor: Art History

December 2013 |

- **President's Honor List**

July 2012 |

Chosen for achieving demonstrated exceptional academic standing.

Academic Projects

- **College of Agriculture**

June 2013 |

Best farm store photo chosen for the AgriColumn Magazine.

- **Kellogg Gallery**

April 2012 |

Top 10% out of 400 submissions selected for the 2D/3D Show Exhibit.

Work Experience

Pacific Best Inc., Azusa, California

March 2021 to July 2022 |

[Marketing Coordinator and Designer]

- Designed print materials such as flyers, brochures, cards, and decals.
- Coordinated with vendors and management to schedule printing processes.
- Built PowerPoint templates for presentations.
- Created and deployed email blasts via Mailchimp.
- Helped maintain email lists and segments from SAP to Mailchimp.
- Created mockups and wireframes for website redesigns.
- Updated banners and any web-use imagery.
- Organized internal intranet documents and notices.
- Processed data uploads for inventory and CSV spreadsheets.



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Work Experience (cont.)

Newegg Inc., City of Industry, California

August 2017 to March 2021 |

[Sr. Web Designer]

- Built and created multiple brochures, PDFs, and flyers.
- Designed monthly lock-ups and logos for related themes.
- Coded educational and promotional landing pages.
- Guided the team to help convert desktop-only landing pages to responsive view.
- Created weekly emails with the marketing team in a timely manner.
- Designed marketing banners for social media and the business website.
- Collaborated on coding projects with Newegg's UX team.
- Helped train the new creative team on B2B templates and guidelines.
- Managed team-building activities to improve communication and social skills.

Employee Team Recognition

- Lead Black November and Black Friday design concepts and themes.
- Holiday design theme selected for site-wide promotions.
- Received on December 4, 2018.
- Received on February 8, 2018.

November 2020 |

October 2019 |

November 2018 |

January 2018 |

Yamaha Corporation, Buena Park, California

September 2014 to August 2017 |

[Graphic and Web Designer | Contractor]

- Designed promotional banners for the global website and its subsidiaries.
- Collaborated with marketing team to code and create e-mail blasts.
- Created social media advertisements for awareness and site-wide sales.
- Developed wireframes and mock-ups to help revamp main website.
- Produced icons and category images to represent specific products and genres.
- Constructed and maintained landing pages for seasonal promotions.
- Executed and designed print materials to be displayed at events.

Tapioca Express Inc., South El Monte, California

May 2014 to September 2014 |

[Graphic Designer]

- Updated menus and prices for all requested stores.
- Created grand opening marketing materials for new franchisees.
- Assisted in photography of products as well as cleaning of the photos.
- Designed various posters such as for Happy Hour and Summer Promotions.
- Contacted and followed up with print vendors for quotations, invoices, and pick-ups.
- Drove company car to pick up printed marketing materials from multiple vendors.
- Collaborated with team to discuss suggestions and finalize designs.
- Performed customer service duties for franchisees via phone calls and e-mails.
- Researched ideas for website layouts, designs, and marketing strategies.



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Work Experience (cont.)

Rapid Consulting Services, Irvine, California

June 2013 to April 2014 |

[Web/UI Designer]

- Designed digital user interfaces for mobile applications.
- Coded and designed websites for leading applications.
- Developed ideas for web and mobile layouts through wireframe and workflow.
- Specialized as an animator for mobile application splash screens.
- Created logos, banners, and infographics for specified mobile applications.

Mapower Electronics USA Inc., Walnut, California

August 2011 to July 2012 |

[Graphic and Web Designer]

- Modified product photos such as background removal and product cleaning.
- Marketed graphics and advertisements to put on websites and to print.
- Designed product packaging boxes for various products to be packaged in.
- Updated and revised product manuals such as instructions and diagram outlines.
- Managed websites and updated products with new photos and advertisements.
- Suggested slogan phrases to put on the website's product category list.
- Collaborated in team projects with product discussions and graphic design ideas.
- Created and designed various logos for different brand divisions.

dA Center for the Arts, Pomona, California

September 2010 to March 2011 |

[Art Gallery Intern]

- Managed gallery such as cleaning and organization.
- Performed as a receptionist for phone calls, managed money, and greeted visitors.
- Specialized as an assistant for visitors and manager such as helping with gallery requests.
- Created labels for various artists' submission of artworks and art pieces.