



MAGGIE LU *(Illustrator & Graphic Designer)*

EXPERIENCE

Pack Plus Converting, Chino, CA — *Production Artist / Graphic Designer*

OCTOBER 2022 - JUNE 2025

- Converted customers' artwork files into printable die-cut templates to be made as physical bags and roll films.
- Worked with artwork files for sticker labels, hot foil stamping, rotogravure printing, and digital printing.
- Collaborated with sales representatives to help send prepress proofs to customers prior to production, including digital proofs and mock-ups.
- Quality-checked all sample bags and roll films that arrive for production finalization and approvals.
- Updated catalogs and charts for our stock bags information, applications, and roll films.
- Photographed stock and custom printed bags to be used for all media.
- Created website and social media banners for quarterly and holiday promotions.
- Designed tradeshow booth and printed materials for company events.
- Organized sample rooms, cabinets, and conference rooms to help display newly printed bags.

Pacific Best Inc., Azusa, CA — *Marketing Coordinator & Designer*

MARCH 2021 - JULY 2022

- 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 mock-ups 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.

Newegg Inc., City of Industry, CA — *Senior Web Designer*

AUGUST 2017 - MARCH 2021

- 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 views.
- 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 / Awards:**
 - NOVEMBER 2020 - Lead Black November and Black Friday design concepts and themes.
 - OCTOBER 2019 - Holiday design theme selected for site-wide promotions.
 - NOVEMBER 2018 - Award received on December 4, 2018.
 - JANUARY 2018 - Award received on February 8, 2018.

Yamaha Corporation, Buena Park, CA – *Graphic & Web Designer, Contractor*

SEPTEMBER 2014 - AUGUST 2017

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

Tapioca Express Inc., South El Monte, CA – *Graphic Designer*

MAY 2014 - SEPTEMBER 2014

- 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 the company car to pick up printed marketing materials from multiple vendors.
- Collaborated with the team to discuss suggestions and finalize designs.
- Performed customer service duties for franchisees via phone calls and emails.
- Researched ideas for website layouts, designs, and marketing strategies.

Rapid Consulting Services, Irvine, CA – *Web / UI Designer*

JUNE 2013 - APRIL 2014

- 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, CA – *Graphic & Web Designer*

AUGUST 2011 - JULY 2012

- 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.

SKILLS

Technical & Softwares

- Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat
- Affinity Photo
- Microsoft Word, Outlook, PowerPoint, Excel, OneNote, Clipchamp
- MailChimp

Web Design & Development

- WordPress | Magento | BigCommerce | Etsy
- HTML | CSS | Figma | Webflow | Workflow | Wireframes | Mock-Ups
- Website Design | User Interface (UI) & User Experience (UX) Graphics

Creative & Conceptual

- Illustration & Drawing | Graphic Arts & Design | Creativity
- Color Theory | Composition
- Branding | Identity Creation | Logos | Packaging Design
- Typography | Layout | Storyboarding
- Print Production | Prepress Proofs & Setup | Guidelines
- Marketing & Social Media Design | Banners | Promotional Imagery
- Photography | Videography

Interpersonal

- Collaboration & Teamwork | Communication & Presentation
- Proactive & Motivated | Self-Starter & Learner | Advance Quickly
- Time Management | Adaptability | Attention to Details

EDUCATION

California State Polytechnic University, Pomona, CA – *Bachelor of Fine Arts (B.F.A.) Degree in Graphic Design | Minor: Art History (2008 - 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.