

KWOK, ROBYN

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OBJECTIVE

UI/UX and Graphic Designer that is focused on creating streamlined web pages with simple navigation for clients and users. Due to my experience working with mid-sized and smaller companies, I enjoy multi-tasking and taking on large projects. I am seeking a challenging position to utilize my creative skills.

SKILLS

MAC & PC SOFTWARE: Adobe Photoshop, Illustrator, InDesign, Flairbuilder, Rhino CAD

DESIGN SKILLS: Logo design, brand identity, wire framing, flow-charts, mock-up web pages, typography, web banners and advertisement, digital and hand illustrations

FOREIGN LANGUAGES: Spoken Mandarin and Cantonese

WORK EXPERIENCE

03/10 – PRES. OPTICSPLANET, INC., NORTHBROOK IL. GRAPHICS & UI/UX DESIGNER

- Responsible for designing a face lift for the existing website
- Creation of logos and emblems for new online retail stores
- Implementing brand identity for online retail stores
- Develop wire frames using Flairbuilder to update existing web pages
- Design high fidelity web page mock-ups using Photoshop
- Manage updates of existing web page layouts with new interfaces
- Participate in team discussions on new ideas for UI and UX
- Flowcharting system processes
- Design and layout of weekly newsletters according to marketing specifications
- Design web pages for A/B testing

06/09 – 07/09 THE WING ON DEPT. STORES, HONG KONG. CONSULTANT

- Refreshed design and layout of promotional mailers which accompanied the in-house charge card monthly billing correspondence
- Assisted with creative compositions for fashion photo-shoots used on outdoor billboard adverts and mass transit light-boxes

01/08 – 12/08 THE PAPERDOLL STORE, CHICAGO IL. INTERN

- Oversaw design, production, and logistic fulfillment of consumer orders of personalized stationery
- Adding to the current stationery collection with personal designs and vector illustrations

05/08 – 07/08 CARUS PUBLISHING, CHICAGO IL. INTERN

- Retouched and readied illustrations and images for monthly publications
- Replied fan mail from the perspective of in-house illustrated characters

FREELANCE

08/10 – PRES. HAROLD & CO., SAN FRANCISCO, CA

- Designed and produced individualized logos, wedding invitations, stationery, portrait backdrops and special custom packaging for party-favors

04/10 – PRES. OASIS FARM GIANTS, HONG KONG.

- Designed company logo and trademark

06/09 – PRES. ARCA DEZIGN, HONG KONG.

- Designed custom marketing merchandise, such as baseball caps and luggage for Diageo, Asia Pacific, for the “Johnnie Walker Scotch Whiskey” Brand. Utilizing brand logos, slogans and trademarks

EDUCATION

08/04 – 12/10 THE SCHOOL OF THE ART INSTITUTE OF CHICAGO, CHICAGO IL

Bachelor of Fine Arts with Emphasis in Fashion Illustration, Graphic Design and Web Design.

RELATED COURSE WORK: Beginning Fashion Illustration (Fall 06), Advanced Fashion Illustration (Fall 07), Animation 1 (Fall 07), Art with Technology (Fall 08), 3D Modeling & Digital Fabrication (Fall 09), Web Art (Fall 09), Intro to Visual Communication (Spring 10)