

# CARRIE TSUAN

VISUAL DESIGNER

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NY

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## SUMMARY

Concept, design and development of brand identity systems, publications, websites, as well as other marketing collateral for clients large and small.

## EXPERIENCE

### SENIOR GRAPHIC DESIGNER

**WhatWorks Inc.** New York City 2008 - Present

**Clients include:** United Nations Development Programme, Royal Government of Bhutan, CitiHabitats, Royal DSM N.V., Pfizer.

Developed and led creative efforts for project which included print and digital marketing campaigns from concept to completion. Participated in strategic business development (pitches). Supervised execution of content and art direction throughout the phases of project development. Managed and supervised creative teams.

### FREELANCE DESIGNER

**MISFA** Contract 2012 - Present

Concept, design and development for the branding of Microfinance Investment Support Facility for Afghanistan (MISFA). Tasks include creating a brand identity to internal document templates, annual reports and a roll-out for support marketing materials. Included product supervision and management.

### DESIGN INTERN

**NY Arts Magazine** New York City 2007 - 2008

Creating magazine layouts, designing e-blasts & promotional materials, concepts and mood boards, and media placements. Managing tight timelines, project scopes, liaising with printers during production process and working directly with advertisers.

## EDUCATION

### FULL SAIL UNIVERSITY

**Bachelor of Science, Digital Arts & Design** Winter Park · FL

## SKILLS

Photoshop ██████  
Illustrator ██████  
InDesign ██████  
Adobe Acrobat ██████  
MS Office ██████  
HTML/CSS ██████

## MISC

Fluent in Mandarin,  
DIY Crafts, Skiing, Mountain Biking,  
Kayaking, Backpacking, and  
Cuddling with my dog, Mochi!

## AWARDS

**2012 AMERICAN WEB DESIGN AWARD** Graphic Design USA

Mobile HTML/iPad Application for the Royal DSM, N.V.

**2010 AMERICAN GRAPHIC DESIGN AWARD** Graphic Design USA

Voices of the Vulnerable Campaign for the UN Secretary-General's Office

**2007 CERTIFICATE OF EXCELLENCE** Full Sail University

Exemplary Work in the Final Portfolio and Gallery Showcase