

CHARLOTTE CHANG

1363 Fairway Drive
San Luis Obispo
CA
93405

805.440.8648

www.shiaochingdesign.com

www.charlotte-chang.net

SKILLS

- Adobe Photoshop, Illustrator, InDesign,
- Flash, After Effects, Dreamweaver,
- HTML, CSS, Joomla!
- Salesforce, ACT!, MailChimp,
- MS Outlook, Excel, PowerPoint
- Fluent in Mandarin Chinese and English
- Proficient with both PC and Mac

EDUCATION

FULL SAIL UNIVERSITY

Winter Park, FL

MFA, Media Design (2011)

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

San Luis Obispo, CA

BFA, Art & Design: Graphic Design (2009)

SHIH HSIN UNIVERSITY, TAIWAN

BS, News Editing & Reporting (1981)

EXPERIENCE

SHIAOCHING DESIGN

Brand Consultant/Owner

San Luis Obispo, CA (06/09—Current)

Provide design and brand consulting services to a broad range of businesses. Design services include development of identity systems, brochures, product packaging, posters, Web site designs, banners, and advertising designs. Brand services include brand strategy, product positioning, market research, and brand communications.

HAUTESPOT NETWORKS CORPORATION

Corporate Designer/VP Marketing

San Luis Obispo, CA (01/05—Current)

Design Function: design and production of art and copy layouts for Web sites, training materials, press releases, brochures, datasheet, electronic media, direct mailing, case studies, product catalogue, packaging, and trade shows. Design user interface for software and user friendly CMS Web site.

Marketing Function: establishing Corporate brand position, SWOT analysis, and social media activities.

CERTICOM CORP.

Web Communication Specialist/
Multimedia Designer

Hayward, CA (10/99—06/01)

Designed and implemented trade show collateral materials, event updates, site banner, online forms, and Corporate Web sites.

References and portfolio available upon request

INVOLVEMENT

VP Communication of Central Coast Chinese Association

Founder of California Chinese Learning Center

American Institute of Graphic Arts (AIGA)

National Association of Pond Professionals (NAPP)

