



WWW.ETHERLING.COM

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DESIGN-RELATED EXPERIENCES ✨

Design Associate

2011

» Minted.com

San Francisco, CA

- » Create customer proofs & print-ready files.
- » Provide design insight & creative directions to fulfill customer orders.

Designer

2008-2011

» Michael McGinn Design Office

Brooklyn, NY

- » Work directly under creative directors to design, manage & update a variety of print & web projects.
- » Create layouts, illustrations, graphs, renderings, models, mockups, photography, videos & presentations.
- » Communicate with vendors, suppliers & fabricators on production specifications & follow up with them on progress.
- » Maintain, troubleshoot, upgrade & provide basic support for office computers & equipments.

Freelance Designer

2000-2011

- » Develop & design logos, menus, marketing materials, newsletters, web sites, etc.
- » Portrait & product photography.

Design Intern

2006

» Studiocase

New York, NY

- » Develop concepts for logos & banner ads.
- » Update the clients' e-mail newsletters.
- » Maintain & organize company's digital image archive.

Production Artist

2005

» Gemmanine

New York, NY

- » Update, proofread & package final mechanicals for product packaging, POS displays, manuals & catalogs.



SKILLS, KNOWLEDGE, EDUCATIONAL ACHIEVEMENTS ETC. ✨

Proficient with:

- » Mac & Windows operating systems
- » Photoshop, Illustrator, InDesign, Lightroom
- » Microsoft Office Suite

Solid working knowledge of:

- » Final Cut Pro, Premiere, After Effects, Google SketchUp
- » HTML5, CSS3, Dreamweaver, WordPress CMS
- » FileMaker Pro

Skilled in:

- » Photography, comping, sketching/drawing

Member of:

- » AIGA
- » National Association of Photoshop Professionals

Fluent in:

- » English, Cantonese & Mandarin — spoken & written

Fashion Institute of Technology

» New York, NY

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|---|-----|------|
| » Graphic Design | BFA | 2008 |
| » Communication Design | AAS | 2005 |
| » Advertising & Marketing Communications | AAS | 2004 |
| » Dean's List | | |
| » Senior Show | | |
| » The One Club's 14th Annual Student Exhibition | | |

PAST CLIENTS ✨

Amsterdam Writing Workshop	Lutheran Healthcare
Aveda	Merck
Bloomingdale	The New School:
Child Center of New York	Eugene Lang College
Elie Tahari	New York University:
GKD Metal Fabrics	Center for Global Affairs
Herman Miller	Panda Express
Hunter Douglas	Rowenta
JCPenney	Sampan Chinese Cuisine
K-Mart	Sasha Primak
L'ORÉAL	Tai Ping Carpets