



PRINCESS GAOEN

Graphic Designer

EXPERIENCE

GRAPHIC DESIGNER (CONTRACT)

ONWARD AGENCY | JULY 2018 TO PRESENT

- Assisted with social media content and advertising for agency's clients
- Sourced, resized, and branded images that identified with brand
- Researched content and styled type over images
- Created social media mock-ups and presentation decks for client's review

GRAPHIC DESIGNER (CONTRACT)

GF FAIRY LLC | MAY 2018 TO PRESENT

- Led the development and production of GF Fairy's brand identity
- Worked with client to create and modify print and web concepts including logo, food packaging labels, business card, stationery, social media content, and signage
- Produced graphic illustrations to tell the brand's story
- Formatted visual mock-ups of designs in print and digital format for client's review and prepared files for print and web production
- Designated Graphic Designer providing brand collateral materials as needed

GRAPHIC DESIGNER (CONTRACT)

THE AFROFUTURIST PODCAST | DECEMBER 2017 TO PRESENT

- Led the website redesign to create responsive landing pages
- Formatted visual mock-ups including site architecture, wireframes, and prototypes
- Used HTML, CSS, and some JavaScript to code entire website
- Edited pre-existing photo asset, sourced images, and prepared files for web use
- Designated Graphic Designer providing monthly updates to website as needed

PRINT LAB & PHOTOGRAPHY EQUIPMENT ROOM ASSISTANT

ART DEPARTMENT, CSU EAST BAY | OCTOBER 2017 TO DECEMBER 2017

- Oversaw full print production process: controlling, organizing, and monitoring the flow of print materials for designated projects
- Checked the accuracy and viability of print specifications

ADMINISTRATIVE MANAGEMENT OPERATIONS

EFINANCIAL, BELLEVUE, WA | MARCH 2011 TO MARCH 2015

- Managed a multitude of life-insurance caseloads that involved working with external vendors, internal agents, and prospective clients; coordinating the flow of insurance requirements and maintaining client relationship

SKILLS

PRINT

- Logos & stationery
- Product packaging
- Editorial designs
- Poster & brochure designs

DIGITAL

- Photo editing
- Digital illustrations
- Landing pages
- Social media content

HUMAN

- Motivated
- Organized
- Collaborative
- Detailed

SOFTWARE

- **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Acrobat)
- **Microsoft Office** (Word, PowerPoint, Excel, Outlook)
- **Miscellaneous** (Atom, Figma, Keynote, Google Docs)

EDUCATION

BACHELORS OF ARTS, MAJOR IN GRAPHIC DESIGN

CALIFORNIA STATE UNIVERSITY, EAST BAY | FALL 2017

CONTACT

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