

# LIEN HONG FREELANCE WEB & GRAPHIC DESIGNER

12990 SW Hillside Terrace, Tigard, OR 97223 / 503-887-2977 / [lien.a.hong@gmail.com](mailto:lien.a.hong@gmail.com)

## SUMMARY

Multi-faceted designer who curates exceptional printed and digital experiences using insightful problem-solving skills and solid design principles. A passionate marketer who is committed to success and fluent in all aspects of designing for results.

## EXPERIENCE

### WEB & GRAPHIC DESIGN

- Define art direction and design websites with the end user in mind
- Design and produce digital marketing collateral (PowerPoint presentations, emails, signage, brochures, catalogs, flyers)
- Gather info through research and data collection to create conversion focused designs
- Integrate design efforts across programs and media types to ensure they are compliant with brand and corporate guidelines

### PROJECT MANAGEMENT

- Manage projects across websites, social media, corporate collateral, and presentations that adhere to the highest standards
- Develop detailed creative briefs and translate them into actionable tasks for relevant team members
- Review and revise campaigns during strategy, design, and execution for a flawless delivery
- Proactively troubleshoot all campaign concerns and seek out solutions
- Strengthen customer relations during the entire project cycle, providing strategic guidance and status updates

### MANAGEMENT, LEADERSHIP & TRAINING

- Lead creative teams by providing mentorship and coaching
- Present campaign concepts and objectives to stakeholders
- Manage multiple complex projects and responsible for the recruiting, staffing and retention of external vendors and freelancers
- Provide training and support on social media management, content management systems, other marketing topics

## WORK HISTORY

<b>FREELANCE WEB &amp; GRAPHIC DESIGNER</b> / Cyphon Digital	(07/2007 - Present)	Portland, OR
<b>ART DIRECTOR</b> / Various Things Live	(05/2004 - 06/2006)	Chicago, IL
<b>WEB DESIGNER</b> / NetSalon	(02/2002 - 04/2004)	Portland, OR
<b>GRAPHIC DESIGNER</b> / Nike	(02/2001 - 11/2002)	Portland, OR
<b>GRAPHIC DESIGNER</b> / Intel	(01/1999 - 01/2001)	Portland, OR

## EDUCATION

**BACHELOR OF FINE ARTS / GRAPHIC DESIGN / 1998**  
**MINOR / MULTIMEDIA / 1998**  
Oregon State University Corvallis, OR

## SKILLSET

Web Design, Graphic Design, Branding & Identity, Digital Marketing, Social Media Management, Project Management, Business Operations

Efficient Time & Project Management, Innovative Problem Solver, Highly Resourceful Learner, Managing and Leading Teams, Effective Team Collaborator, Independent Self-Starter, Building Vendor and Customer Relations

## TOOLS

Adobe Creative Suite, Figma, Asana, Basecamp, Trello, Jira, Monday, WordPress, Google Analytics, Google Docs, MS Office, Slack, Hootsuite, ClickFunnels, MailChimp, GoHighLevel, Klaviyo, Constant Contact