

■ LING CHOW

EXPERIENCE

WRS Health - May 2012-Present Web/Graphic Designer

- Redesign, theme and manage company Drupal website
- Design, maintain various WordPress sites
- Assign and manage projects with overseas team developer and designer
- Create and code responsive emails both in Mailchimp and html
- Assist sales with marketing materials, brochures, email promotions
- Design interactive PDFs

Reader's Digest/Weekly Reader - August 2007-May 2012 Graphic Designer/Production Artist

- Design and maintain brand identity for direct marketing campaigns
- Prepare, preflight, troubleshoot files for prepress
- Test emails against previous winners
- Research and stay atop of current trends
- Apply standards and best practice across digital platforms
- Code emails, newsletters, update, and create websites
- Coordinate and communicate with web developers

RR Donnelley - December 2002-August 2007 Retoucher, Console Operator, CSR

Retouch and review projects for various clients such as WWE, Shape, Men's Fitness, Panache, TV Guide, New York Times, Reader's Digest, Macy's, Sony and Ziff Davis.

SKILLS

Photoshop Illustrator WordPress Dreamweaver Drupal
InDesign vTiger Acrobat Microsoft Office HTML/CSS

EDUCATION

Skidmore College - Bachelor of Science, art major with a minor in business
Continuing Education - Flash Classes with Adobe-Certified Instructors 2009-2010