Austin Teng | Multimedia Designer

Location: Houston, Texas
Website: mybranddesign.com
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Professional Profile

- Creative and dedicated Multimedia Designer with 12+ years of experience in Web & Graphic Design.
- Developed and implemented multimedia applications and elements for websites.
- Optimized and provided site traffic and analytics reports to the marketing team.
- Created non-standard interactive elements to increase traffic and website performance.
- Produced complex projects for well-known companies, including HP.
- Proficient in supporting every project phase, production, front-end web development, usability testing, remote testing, Google Analytics, and SEO.

Core Competencies

- Graphic Design
- UX/UI Design
- Analytical Skills
- Customer Service
- Web Design
- Layout
- Problem Solving
- Team Collaboration
- Video Editing
- Branding
- Agility & Adaptability
- Independence & Reliability

Career Summary

DYD Creative Solution, Houston, Texas   11/2011 – Present
Multimedia Designer

- Create excellence in web design, branding, graphic design, video, and usability design.
- Manage projects from conceptual stages through to launch.
- Review and analyze clients' websites for areas of improvement and optimization.
- Collaborate with other team members to improve the site usability for end-users.
- Provide site traffic and analytics reports to the marketing team.
- Tack and gather data for measuring operational trends and identifying areas for improvement.
- Build/create site maps, mock-up pages by Photoshop.
- Create/embed banners, videos, and other digital assets for the websites.
- Ensure website usability on mobile devices and desktops by following the best usability standards and the company's branding guidelines.
- Consult customers on ongoing projects, basing on their marketing goals.
- Design and develop projects (web, printing, videos, graphic design).
- Develop/design artwork materials for internal and outsourced projects, such as brochures, invitations, and posters.

Key Accomplishments:
- Created high-quality printing projects, videos, and presentations that were used and presented by the CEO of HP and HP executive during the HP Discovery showcase.
- Organized and maintained up-to-date working folders, making it easier for staff to retrieve information.
- Recognized by the company executives for excellent work on the constant improvement of user experience.
- Cut processing time from 3 hours to 1 hour by training/coaching staff members on new software.

Ni Hao USA, Houston, Texas   01/2010 – 11/2011
Web / Graphic Designer
- Worked closely with clients and the team to build websites and find solutions to improve the sites' usability.
- Collaborated with other team members to create compelling and engaging social media content daily (video, graphics, etc.).
- Improved/increased the user site visiting rate. Designed, created, and managed promotions and Facebook ad campaigns.
- Developed a clean, well-structured, easily maintainable format.
- Resolved cross browsers/device constraints.
- Analyzed and resolved usability challenges and solutions with the team. Provided technical support on a daily basis.

Key Accomplishments:
- Grew the website's monthly traffic from 0 to 200,0000 within 1 year without spending the monthly budget.
- Improved the website's loading speed on mobile from 10 seconds to 3 seconds.

Race Point Legal, Houston, Texas   01/2009 – 01/2010
Web / Graphic Designer
- Worked with attorneys and associations to deliver high-quality technology, multimedia, and consulting services.
- Developed websites with JavaScript and ASP.
- Designed artwork materials for internal and outsourced projects.
- Worked with team members to resolve bugs on the website and viewer modules.
- Worked with Race Point Legal team to test the usability/function of viewer modules and the Race Point Legal website.
- Worked on a media server streaming various types of videos on a website.
- Maintained and supported Race Point Legal website.

Certificates

Houston Community College   2015
Effective Communication

Education

Art Institute of Houston
12/2008
Bachelor of Fine Arts, Interactive Media Design, GPA 3.5/4

Art Institute of Houston
05/2006
Associate of Applied Science, Interactive Media Design

Technology Skills

- Photoshop CC, Dreamweaver CC, Premiere, Illustrator CC, Flash, Final Cut Pro, InDesign CC, AfterEffect CC
- JavaScript, HTML, CSS
- WordPress, Jumla, DotNetNuke
- Google Analytics
- Search Engine Optimization (SEO)
- Microsoft Office (Word, PowerPoint, Access), SharePoint
- Tablet, Macintosh