

# David Kuo

Graphic / Web Designer . Art Director . Web Developer

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## Sudler Digital

Freelance Art Director

Oct 2011 - Present Assisted creative team with pitchwork, mobile app work, site maintenance, and concept exploration in several pharma projects, including Bayer, BoeringerIngelheim, Genentech, Johnson & Johnson, Roche, and Shire.

## G2 Direct & Digital

Associate Designer

Oct 2008 - Jun 2011 Art directed several projects including G2 USA's and G2 Global's intranet website, banner ads and magazine advertorials for Latisse, email reminders for Micardis, and a viral campaign for a Flomax microsite.

Designed and updated various direct and digital pieces including websites, microsites, banner ads, and emails for several brands within timely schedules and primarily with Adobe Photoshop, Illustrator, and InDesign.

Experience with working and concepting for pharma advertising.

## Meredith Interactive

Web Designer

Jul 2008 - Aug 2008 Designed and edited client marketing materials, such as sweepstakes sites and online ads.

## Total Media Vision (OMD)

Junior Web Developer

Jun 2008 - Jul 2008 Designed and developed private client sites within pre-existing Microsoft SharePoint style sheets.

Assisted Senior Web Designers with redesign of OMD's major business site, OMD University.

## Omnipod (MessageLabs)

Junior Web Designer

Jun 2005 - Sep 2005 Assisted Senior Web Designer in redesigning and updating the corporate website during conceptualization, implementation, and maintenance phases.

Provided development assistance for HTML, CSS, JavaScript, and SHTML coding.

Created and edited company's quarterly newsletter, client case studies, and other corporate documents with Adobe InDesign and Illustrator.

## Lenel Systems

Assistant Graphic Designer

Dec 2004 - Apr 2005 Revitalized obsolete software icons for an upcoming online product.

Designed eye-catching corporate flyers and product cut sheets.

Maintained corporate website in Adobe Dreamweaver according to content and hierarchal changes.

## Nobletec Inc.

Art Director, Webmaster

Jul 2002 - Dec 2011 Created branding, website design, and other business solutions according to client's needs, while serving as a consultant in order to update and continually maintain company website and materials.

## Summary

Versatile art director and web developer with over nine years of experience in design and development.

Energetic self-starter with a track record of producing high-quality and organized work quickly.

Thorough grasp of artistic and professional design principles as well as current digital capabilities.

## Skills

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Creative Suite

Microsoft Office, Keynote, Sony Vegas, Apple iMovie, QuickTime Streaming Server, Pro Tools

HTML, CSS, JavaScript, Java, SHTML, ActionScript, Lingo, SVG

Mobile Design, SEO, SEM, Pharmaceutical Marketing, Direct Marketing, Social Networking, Blogging, Microblogging

## Education

Rochester Institute of Technology

BS Information Technology

## Extra-Curricular

Asian Culture Society (President)

Presided over RIT's culture-based student organization and its website from 2004-2005.

Coordinated major activities and events such as fundraisers, community service, awareness weeks, and cultural shows.

Chaired weekly meetings and recruited over thirty new members with the assistance of the executive board.

Designed and maintained the organization's website, show programs, and event flyers.