

# ERIN KWOK

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## Profile

Graphic designer with experience in digital and print marketing. Successful in creating attractive and high-converting designs.

## Experience

CREATIVE DESIGNER | SEARCHERMAGNET • Sacramento, CA • August 2012–Present

- Serve as head of design, handling all web and print design needs of the company and its clients with a focus on direct marketing
- Communicate with clients to establish online marketing presence
- Design websites, landing pages, microsites, banner ads, logos, video graphics, Facebook ads, digital and print presentations, infographics, brochures, whitepapers, email templates
- Experience with photo editing, e-commerce, mobile and responsive design
- Created original book covers and interior typesetting for two books available on Amazon
- Designed company logo

STUDENT ASSISTANT III | CALIFORNIA HISTORY-SOCIAL SCIENCE PROJECT • Davis, CA • March 2012–September 2012

- Performed data entry and word processing and maintained web-based database
- Prepared mass mailings and emails through Constant Contact for 8,000+ contacts
- Created templates for informational flyers and Constant Contact mailings
- Edited and updated content for statewide office and Teaching with Primary Sources at UC Davis program websites

INTERN | UC DAVIS STORES MARKETING • Davis, CA • October 2011–September 2012

- Responded to advertising requests from UC Davis Stores with quick turnaround deadlines
- Created store signage, fliers, ads, and web graphics under UC Davis branding standards
- Photographed and edited photos of merchandise for web and print purposes

INTERN | UC DAVIS DESIGN MUSEUM • Davis, CA • January 2012–March 2012

- Created object labels, handled and staged objects, constructed installation, and hosted opening reception of 50+ people for design firm blankblank's "Need and Desire" exhibition
- Opened and closed museum, maintained exhibition space, corresponded for museum via email and phone
- Created graphic identity for Design by Design 2012 student juried exhibition, encompassing logo design, posters, handbills, web graphics, and awards

## Education

UNIVERSITY OF CALIFORNIA, DAVIS • Davis, CA • BA in Design & Minor in Psychology

- 2011 Summer Abroad Program: Design in Britain: Inside and Outside Museum Walls
- UC Davis Design by Design Exhibition 2012: piece shown, "Minimal Letterforms"

## Skills

Adobe Creative Suite  
Microsoft Office

Digital Photography  
Social Media