



Eve Qiao

Graphic + UX Design

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EDUCATION

Rochester Institute of Technology, Rochester NY
BFA in Graphic Design | May 2016
Minor in Japanese Language
GPA 3.61

DESIGN SKILLS

Responsive Web Design
Web and User Interface Design
Brand Development
Typography
Design Imagery
Information Design
Design Production
Systems Design
Wireframing
User Flow
Packaging Design
Familiar with User Research and User Testing

SOFTWARE SKILLS

Photoshop
Illustrator
InDesign
InVision
Dreamweaver
Microsoft Office
HTML
CSS

PERSONAL SKILLS

Leadership
Independence
Teamwork
Time management
Reliability
Personal Accountability

EXPERIENCE

Measured Marketing, Inc.

Digital Graphic Designer | February 2017 - Present

- Designing email marketing layouts based on clients' branding
- Coding email designs with HTML and CSS
- Updating existing email designs based on client requests
- Testing client provided emails on all email platforms
- Acknowledging client, creative director, and coworker feedback to create better designs

Project Purple

UX Designer | October 2015 - May 2016

Project Purple is a multidisciplinary team of game designers, graphic designers, and contributing professors that are in the development of a card game with several new, never before seen game mechanics.

- Compiled card files in InDesign for print production
- Sketched wireframes
- Created user flow
- Collaborated with an interdisciplinary team

ACTIVITIES AND HONORS

Tora-Con

Conbook Editor | July 2014 - April 2016

Tora-Con is an annual anime convention hosted by the Anime Club at RIT.

- Designed the convention booklet

Imagine RIT: Innovation and Creativity Festival Exhibit | May 2016

Imagine RIT is an annual campus-wide event that showcases the innovative and creative projects of students and faculty.

- Organized the exhibit space for showcasing our app prototype
- Presented and explained app design to visitors

College of Imaging Arts and Sciences Dean's List (December 2012 - May 2016)
National Society of Leadership and Success Member (August 2014 - May 2016)

ACTIVITIES I ENJOY

Drawing | Gaming | Reading | Dancing | Drinking coffee and tea
Being curious