

# TINA TJAHYONO

## Visual Designer

12+ years experience in mobile, digital and print mediums, managing projects for wide array of clients in both corporate and small business environments. Committed to using my creative vision to deliver great campaigns and bring ideas to life in new and inspiring ways.

## Skills

- Branding & logo design
- Responsive website design
- Email layouts, web banners, site assets, landing pages & social media graphics
- Promotional marketing materials
- Large retail brand experiences and start-ups
- Project management
- Verbal and visual communication skills

## Software & Design Tools

Sketch	●●●●●
Figma	●●●○
Adobe XD	●●●○
Adobe Photoshop	●●●●●
Adobe Illustrator	●●●●●
Adobe InDesign	●●●●●
Adobe Bridge	●●●●○
Adobe Acrobat	●●●●●
Pages	●●●●○
Numbers	●●●●○
MS Word	●●●●●
PowerPoint	●●●●○
Adobe WorkFront	●●●●○

## Education

BFA, Graphic Design  
The Art Institute of Atlanta  
Atlanta, GA  
GPA: 3.4

## Certificate

UX/UI Design Essentials Course  
Web Courses Bangkok, Thailand  
Mar 1 - 27, 2018

## Experience

Feb 2021 - present. **Designer. Tailored Brands**, Fremont, CA.

Serve as Designer for an American retail holding company for various men's apparel stores: Men's Wearhouse, Jos. A. Bank, Moores and K&G brands with approximately 1,450 stores under various brands throughout the US and Canada. Collaborate with a variety of cross-functional partners and teams to develop and implement creative solutions for a variety of successful marketing projects and campaigns across multiple channels; resulted in 27% vs. '19 YTD.

- Created over 300+ design jobs —totaling over 900 individual projects— which include revamping and designing email layouts, digital assets, landing pages, in-store marketing materials, signage and various promotional marketing campaigns.
- Produced lock-up design concept for prom 2021 campaign targeting Gen Z consumers that surpassed expectations.
- Provide guidance and direction to new designers.

Apr 2020 - Feb 2021. **Freelance Designer on Upwork.com**.

Solicited, secured and worked with small to medium-sized businesses as well as start-ups specializing in logo design, website layouts and promotional marketing materials.

- Hired by repeat client to design and overhaul 4 responsive B2B SaaS websites.
- Converted complex science (text-based) concept to a visually appealing design for a presentation that is simple and easy to understand, which resulted in a happy and satisfied client.
- Designed weekly email design using MailChimp and other marketing materials for a small agency.
- Gained and acquired repeat customers.

Apr 2014 - Aug 2019. **Graphic Designer / Co-Owner**.

**Shoyu**, Bangkok, Thailand.

Relocated to Southeast Asia and made the transition to restaurant ownership for a new Japanese Fusion restaurant in Bangkok. Handled legal, logistical aspects related to opening a small business while raising a young family, as well graphic design responsibilities including:

- Conceptualized and developed the menu, including content.
- Designed various in-house marketing promotions, including signage, table tents, vouchers, flyers, and J-flag banners.

Aug 2011 - Apr 2013. **Sr. Graphic Designer**.

**Blackhawk Network**, Pleasanton, CA.

Executed logo and brand identity, updated branding guidelines, brainstorming sessions and strategy for web and print-based projects.

- Teamed with Marketing Directors to fulfill scheduling requirements for in-house promotions, offering project updates and recommendations to stakeholders.
- Collaborated with freelance designer to create 84 high-res graphic signage for one of the major accounts: Giant Eagle in just two weeks.
- Designed various signage, fixture renderings and various marketing materials.

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## Experience — con't

Mar 2010 - Aug 2011. **Digital Designer.**

**Party City (e-commerce division)**, Pleasanton, CA.

Served as Web / Graphic designer at e-commerce division of America's largest specialty party goods chain with 600+ franchises nationwide. Created website templates, collaborated with merchants and working with senior management to formulate style.

- Participated on team crafting overall look and feel for Halloween 2010, where site's profit increased 400% vs. '09.
- Utilized design skills to create email layouts, landing and splash pages, banners & coupons.
- Assigned overflow work to production artists.

Oct. '07 - Nov. '09. **Graphic Designer. Ace Industries**, Norcross, GA.

Worked in tandem with the CEO to help transform the company's branding to reflect its modern, vibrant essence. Teamed with the in-house web developer to overhaul the company website, dramatically increasing e-commerce performance.

- Created new design templates for corporate websites and six (6) new print catalogs totaling 350+ pages.
- Designed newsletters, e-flyers, marketing materials (i.e. calendar, cycling jersey, decals, trade show materials), and several logos for multiple divisions.
- Vetted, selected, and managed vendors covering large geographic areas and multiple industries.