

kari_yu

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- to inspire & be inspired
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experience

Geyrhalter & Company, Los Angeles, California
Graphic Designer, February 2009 – Present

Responsible for creating identity design, website, microsite, mobile site, online newsletter, site map, wireframe, blog design, graphics for social media, packaging, brand collateral, advertisement, brochure, promotional items, ideations, illustration, trade show graphics, POP display, style guide, poster, various branding and marketing materials, flash movies, and photo shoot.

Client accounts include: USC Information Technology Program, USC Master's and Professional Programs, Martian Ranch & Vineyard, Evolution Juice, CO-OP Financial Services, Co-opportunity Market, City of Santa Monica, Inhance, NGF Film Productions, Grossman Designs & Constructions, Indian Springs Spa & Resort, Sendit Certified, and Mindshare Los Angeles.

Picabi, Inc., Anaheim, California
Freelance Graphic Designer, June 2010 – Present

Responsible for creating packaging design, illustration, graphics for social media, sell sheet, POP display, trade show graphics, label design, 3D renderings and various branding and promotional items.

Sargent & Berman, Los Angeles, California
Graphic Designer, September 2008 – January 2009

Responsible for creating identity design, advertisement, mailer, brochure, publication, online newsletter, online campaign, flash movie, and other marketing materials.

Client accounts include: Princess Cruise Line, Cunard Cruise Line, UCLA Department of Urology, UCLA medical center, and Mattel Children's Hospital UCLA.

Various Companies, Los Angeles, California
Freelance Graphic Designer, September 2006 - September 2008

Responsible for creating identity designs, posters, flyers, packaging design, menu design, and photo shoot.

Clients include: Aisle 9, Vineyard of Harvest Church, JR286(Licensee for Under Armor), Ross Communications, Creative Circle, Stream of Praise Ministry and Fong's Printing.

Walt Disney Consumer Products, Glendale, California
Graphic Designer (In-office, Contract-based), November 2006 – August 2007

Responsible for creating packaging, identity design, ideations, style guide, print material, and productions.

education

California State University of Long Beach, Long Beach, California
Bachelor of Fine Arts in Graphic Design, Class of 2008

skills

Strong understanding of branding, identity design, advertising, print & interactive designs; good understanding of marketing, typography, color theory, basic photography techniques and team effort

In-depth research and unique concepts
Trilingual in English, Mandarin and Cantonese
Self-motivated, responsible and optimistic

proficiency

Proficient in Photoshop, Illustrator, InDesign, Basecamp, OmniGraffle, Acrobat and basic knowledge in Dreamweaver, Flash, After Effects, Quark, HTML, CSS and Microsoft Office; Mac and PC Platforms

recognitions, publications & exhibitions

American Package Design Award
Package Design of Martian Ranch & Vineyard, 2011

The Big Book Of Packaging
Package Redesign of Evolution Juice, 2011

Rockport: Letterhead + Logo Design 12
Identity Design of Mindshare Los Angeles, 2011

Dieline Wine Blog
Package Design of Martian Ranch & Vineyard, 2011

American Graphic Design Awards
Web Design of Mindshare Los Angeles, 2010

One Show Student Competition Merit Winner
Doritos Ad Campaign: Live Out Loud,
New York, 2008

Sandu Publishing: Type Player
Bowl Font, 2008

The 2nd City Council: Visual Literacy Exhibition
Bowl Font, Long Beach, 2008

Adobe Design Achievement Awards Semi-finalist
Web Design of Grasshoppin', 2008

President's Honor List
2005-2007

Golden Key International Honor Member
2005-Present