

DONG SUMMER HE. DESIGNER.

WEBSITE

summer-design.com

PHONE

(+1) 8623717476

EMAIL

donghe1009@gmail.com

PROFILE

Passionate and enthusiastic Designer and 12 years' success creating inspiring content in high-pressure environments while prioritizing numerous projects simultaneously to meet strict timelines. Engaging interpersonal communicator adept building positive relationships across all levels while leading and cross-functionally collaborating with world-class teams to drive high-quality project completions.

AREAS OF EXPERTISE

- Branding & Identity
- Marketing & Advertising Design
- Publication Design
- Web Design
- UI/UX Design
- Packaging Design
- Motion Graphic Design
- Environmental Graphic Design
- Presentation Skills
- Cross-Functional Collaboration

TECHNICAL SKILLS

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, XD, After Effects, Dreamweaver
- Figma, Sketch, InVision
- Blender, Unreal Engine
- G Suite, Keynote, Jira

EDUCATION

MA, Graphic Design & Digital Media, 2018-2020

Academy of Art University
San Francisco, CA

Bachelor of Fine Arts

Central China Normal University
Wu Han, China

LANGUAGES

English and Mandarin

REFERENCES

Furnished upon request

EXPERIENCE HIGHLIGHTS

Marketing Designer, 2020 to Present eHealth, Inc. San Francisco, USA

As part of the product marketing team, help the design director with branding and marketing efforts. Leveraging market analysis and customer feedback, creating user-centered designs to support full spectrum marketing campaigns across a variety of platforms.

- Independently designed company internal logos and brand system, ebook, Facebook paid Ads, web pages, email, and other marketing materials in both digital and print versions.

Design Director, 2013 to 2015 IF International Design and Cultural Co., Ltd., Beijing, China

Established and led a 10-person design team from the ground up within an energetic and creative environment founded on integrity, diversity, and accountability. Coached and mentored designers in creation of numerous art products. Oversaw all printing and production processes to ensure high quality project completions.

- Redesigned company's brand identity.
- Collaborated with famous Chinese artist Yue Minjun and He Wenjue, and designed marketing materials and art products.

Design Supervisor, 2009 to 2013 Today Art Museum, Beijing, China

Spearheaded design of art books, publications, marketing materials, websites and more from concept to final presentation for internal and external projects. Demonstrated strong interpersonal communication skills building positive relationships to earn long-term retention and referrals. Collaborated with shareholders, team members, and vendors to optimize project quality.

- Designed and delivered 40+ books and 50+ magazines throughout tenure, displaying deep expertise in book design, printing technology, book binding, and materials selection.
- Provided graphic design for art exhibitions and art books for famous Chinese artists: Chen Danqing and Fang Lijun.
- Provided graphic design for marketing campaigns for Mercedes-Benz, Credit Suisse, Martell, J.P. Morgan and some other brands.

Graphic Designer, 2008 to 2009 Liaoning Science and Technology Publishing House, Beijing, China

Directed all layout, design, and production activities to produce superior magazines and books for one of China's leading publishers, delivering nearly 400 titles per year.