

LUXI PAN

| Graphic Designer



Objective

I would to obtain a graphic design position where I can contribute my skills as a graphic designer and work collaboratively in a professional creative environment.

Education

Academy of Art University, San Francisco, Fall 2018
MA School of Graphic Design and Digital Media

Shaanxi University of Science & Technology, July 2013
BFA Animation

Experience

Full time in Xiaoma Buy Trading Inc, Temple, CA

Graphic Design Director & Marketing, MAY 2020 - NOW

-Independently complete all design required by the company. VI design, UX design, Brand design, Logo design, Event Design, Website Visual Design, Brand design, Banner, Media design, E-blast Design, Package Design

-Responsible for exhibition photography and all kinds of video clips.

-**Market development:** During the Covid-19 period, be responsible for the formulation of targeted sales promotion plan. We contacted the Chinese in LA.com and carried out two live broadcast of product introduction, and the response was very good. Effective publicity programs have also been developed on multiple social media. A number of promotional activities have been formulated to increase the sales volume of the company's products.

Full time in Be Home US Corporation, Los Angeles, CA

Graphic Design Director & Marketing, September 2019 - MAY 2020

-Independently complete all design required by the company. VI design, UX design, Brand design, Logo design, Event Design, Website Visual Design, Package Design, Flyer, Business Card, E-blast Design, Banner and office decoration design and corporate culture wall design.

-Responsible for exhibition photography and all kinds of video clips.

-Independently complete all design materials for the following activities.

1. Los Angeles mid autumn Thailand real estate exhibition scale 10000 people food festival-09.14/2019

2. Thailand real estate exhibition held at Langham Hotel, Pasadena-09.28/2019

3. The House Club brokers' meeting in Los Angeles, participating brokers 500-11.12/2019

4. San Gabriel Sheraton Hotel project joint exhibition-11.17/2019

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-Market development: Be responsible for organizing the implementation of corporate planning and publicity strategies, activity plans, and cost management. Including, but not limited to: local broadcasting, World Daily, promotion of Los Angeles Foodie Squad WeChat Official Account. Offline, the event is held in San Gabriel Sheraton Hotel. The Langham Hotel in Pasadena will hold the activities of Thailand real estate briefing.

**Freelance in The Collective Rising LLC, Beverly Hills,CA
Graphic Designer,May 2019 - Now**

-Rebranding(Logo, Fonts, brand color etc.),Website visual design, Social Media Design, UX design, All print information design etc.

**Internship in The Girl Can Run The World LLC, Beverly Hills,CA
Graphic Designer,February 2019-May 2019**

-Logo design, VI design, Website visual design etc.

**Shaanxi Amy Media Co, Ltd. September 2013-November 2015
Graphic Design Director/Graphic Design and Exhibition Design,**

-Xi'an Jinhua International Shopping Center, wedding exhibition

-Shaanxi Amy Media Co, Ltd Anniversary celebration

-Independent design completed the wedding design of more than 50 couples, and more than 10 exhibitions.

**Internship in China Railway 17th Bureau Group Co.Ltd, Taiyuan, Shanxi, China
June 2011-September 2011**

Corporate propaganda/ Top 500 enterprises in the world

Skills

UI/UX,Photoshop,Illustrator,Indesign,3D MAX,Premiere,After Effects,
Final cut pro,Wix,Adobe Animated,Microsoft Office

References

Furnished upon request

Language

English, Mandarin

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