

RICHIE H. EAP

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Senior Graphic & UX/UI Designer

ABOUT ME

» A seasoned design professional with a diverse background in graphic design, user experience, user interface, and visual design.

Key Qualifications:

- Exceptional design experience with over 15+ years in graphic design and UX/UI design.
- Strong multi-tasking and time-management skills with the ability to prioritize tasks to meet goals.
- Adaptable and working knowledge of various design technologies and softwares.

KEY SKILLS

» Creative Skills:

Illustrator
Photoshop
InDesign
Premiere Pro

After Effects
Corel Draw
XD
Figma

» Technical Skills:

MS Office
Photography
Video Editing
Miro

Asana
Ecommerce
HTML & CSS

WORK EXPERIENCE

» Freelance Designer

August 2023 - Present

- **Graphic Design:** Focus on developing strong, consistent brand identities that resonate with client and their target audiences including packaging, point of sales material, and branding.
- **Sales-Oriented Design:** Creating visually compelling designs that drive sales by blending aesthetics with strategic marketing goals.
- **UX/UI Design:** Crafts user-centric designs that prioritize seamless navigation and intuitive interactions for optimal user experience across digital platforms.

» University Frames, Inc.

May 2021 - January 2023

Lead Designer / Manager

- **Leadership:** Spearheaded the graphics and online services department (eCommerce and customer service department).
- **Web Development and UX/UI Design:** Collaborated with developer and engineer to build responsive web applications and system integration for consumers by creating design systems, conducting user researches, creating documentations, and data management.
- **Cross-Functional Collaboration and Design:** Developed new products that includes wireframing, testing, and marketing campaigns that led to the launch of a client web portal to access and streamline bulk purchases.
- **Data-Driven Optimization and Client Communication:** Analyzed client access and ease of usability data which helped guide the development of key functions within the client portal.
- **Graphic Design:** Maintained similar roles to my previous position as the Sr. Graphic Designer.

» University Frames, Inc.

November 2013 - May 2021

Sr. Graphic Designer

- **Graphic Design:** Produced various projects from branding guides, creating templates, developing concept art, web banners, logos, packaging design, email blasts, videos, and various projects for internal and external usage.
- **Project Management:** Planned, developed, and executed the creation of the annual company catalog and tradeshow collaterals.
- **Print Production:** Operated and maintained high-efficiency production printer to produce print collaterals such as proofs, flyers, mailers, catalogs, and lithographs.
- **Pre-Press and Plate Production:** Prepared artwork to be used for die engraving to create stamp-able plates.

» YPM, Inc.

August 2007 - May 2013

Graphic Designer / Production Artist

- **Production Design:** Produced high-volume of art for national publication of Yellow Page ads across the United States and Canada while meeting strict deadlines.
- **Graphic Design:** Designed marketing materials such as direct mailers, online banners, powerpoint presentations, flyers and landing pages.
- **Cross-Functional Collaboration and Design:** Collaborated with project leads and media managers to create new ads for clients.
- **Pre-production and Development:** Conceptualized and executed annual "Kick-Off" video through the use of Adobe After Effects.

EDUCATION & CERTIFICATION

» California State University, Fullerton

- 2007 Bachelor of Fine Arts, Graphic Design
- 2007 Bachelor of Fine Arts, Illustration

» Other

- 2023 Google UX Certification Program
- 2001 The Academy of Digital Animation