



KAI-LING SU

Graphic Communication, Illustration & User Experience Design

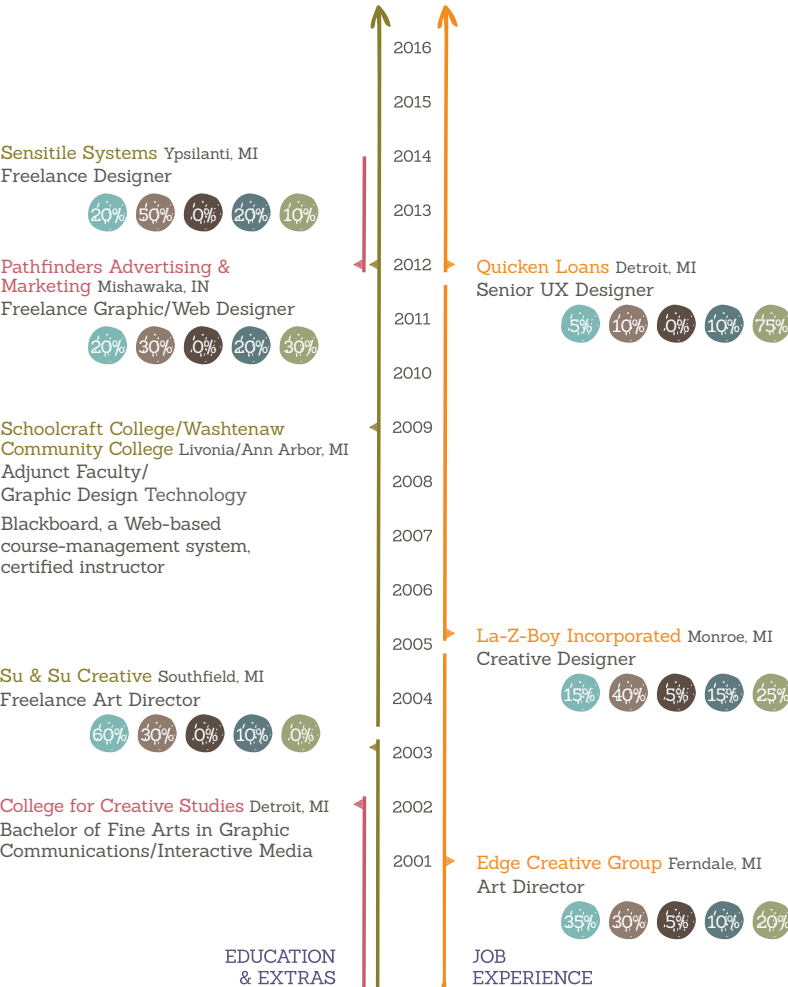
kailingsu.com @ hellokailingsu@gmail.com 248.224.4009

EXPERIENCE & EDUCATION

A HOLISTIC APPROACH TO THE ART OF DESIGN

A well-rounded designer is not just about possessing cross-disciplinary skills, but also the ability to speak the target audience's language. My decade-long career has exposed me to a wide variety of projects with measurable successes. It demonstrates my diligence and versatility as a designer.

CONCEPTUALIZATION Brainstorming Research & Development Branding	MARKETING Brand Integration Corporate Identity Design Brochures, Direct Mail Email Campaign Packaging Print Design	PRODUCTION In-Store Displays
VISUALIZATION Animation/Motion Illustration	WEB DEVELOPMENT Design Information Architecture (IA) Strategy User Experience (UX) User Interface Design (UID)	



SKILL SETS

LEARN MORE - AND NEVER STOP LEARNING

As a designer, it is important to remain consistent with the evolution of my career. Learning is never too much. Every design project is another exciting assignment. Often the best ideas come from the places one would least expect them to.

After Effects	Branding
Flash/ActionScript	Email Marketing
HTML/CSS	Illustration
Illustrator	Layout
InDesign	Prototyping/Wireframing
InVision	Social Media
Microsoft Office	Typography
Photoshop	Web Design

Fluent speaker of Mandarin Chinese and English

AWARDS

Named one of 50 Schoolcraft College Difference Makers 2012.

Nominated for the 2012 Teaching Excellence Award by Schoolcraft College.

Employee of the Month 2014 at Quicken Loans.

Employee of the Year 2007 at La-Z-Boy Incorporated.

Won 2010 Editor Choice Award at the Detroit Maker City Faire at the Henry Ford.

Adaptability
Effective time management

Enthusiastic & motivated

User experience oriented

Inspired by team collaboration

Passionate about **web design**

Agile

Find me online, and drop me a line. I love to hear from you!

