

XAI YANG

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OBJECTIVE

A challenging position as a designer and/or marketing associate with a growing company that offers room for growth

QUALIFICATIONS

- Experience designing advertising and marketing materials including logos, brochures, web sites
- Full of passion for the design industry and always looking for knowledge
- Excellent communication in a team setting
- Ambitious and hardworking, with commitment towards excellence
- Strong organizational motivational skills
- Highly attentive to detail, effectively manage multiple tasks simultaneously and effectively meet deadlines

EDUCATION

Associate of Applied Science, Graphic Design

Western Technical College, La Crosse, Wisconsin

- Hardware experience: Mac and PC computers, flat-bed color scanners, digital and film photography, B.W and color printers, large format printing, working with servers and networks, prepress and film imaging equipment (xiron Xenith 4 PDF Workflow Solution), offset printing presses, bindery and finishing machinery, and electronic paper cutters.

Certificate of Web Design

Western Technical College, La Crosse, Wisconsin

Bachelor of Science, Marketing

University of Wisconsin-La Crosse, La Crosse, Wisconsin

EXPERIENCE

Web Design Intern

Weblinx, Oswego, Illinois 2009

- Created logos, business cards for clients
- Maintenance on various clients' websites
- Designed GUIs and building sites

Graphic Designer

Kaplan Schweser, La Crosse, Wisconsin, 2008-2009

- Designed all publications-study manuals, textbook covers, postcards, ads, flyers, and email blasts
- Worked independently as well as in a team setting on multiple projects
- Consistently met deadlines for all projects
- Designed new concepts for web pages, covers, and ads
- Involved with an internal committee to assess potential employees into the department

Assistant Sales Manager

Infinity Instruments, Ltd., La Crescent, Minnesota, 2006-2007

- Oversaw 100 plus accounts, maintaining and increasing sales of individual accounts
- Establish and maintain good rapport with accounts, review accounts and recommend products to accounts

SOFTWARE

Photoshop,
Illustrator, InDesign,
Dreamweaver, Flash,
HTML, CSS, Word,
PowerPoint, Excel

Ability to learn
applications quickly

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- Prepared and researched comprehensive prospect reports
- Developed and created promotional fliers to propose to clients
- National sales representative at tradeshow

Receptionist/Marketing Specialist

Independent Living Resources, La Crosse, Wisconsin, 2005-2006

- Responsible for administrative, secretarial, and automation services for office of 13 Specialist
- Handled incoming calls and greeted visitors in professional, friendly manner
- Distributed mail, reviewed correspondence, and composed administrative documents and reports
- Worked as marketing liaison with media for promotions and fundraising
- Maintained database and updated website for current information
- Created newsletters, fliers, and brochures to promote business

Marketing Intern

The AVS Group, La Crosse, WI, October 2004-March 2005

- Hands on experience in a variety of sales and marketing areas
- Collaborate with AVS Creative teams in the production of client projects
- Participate in client meetings and brainstorming sessions
- Gather and analyze both market and client specific research and make recommendations to AVS team
- Writing content for AVS case studies, web site, and public relations program