

# Jennifer Seo

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## Education

### Google / UX Design

Completed Feb 2022

### CalArts / UI/UX Design

Completed Sept 2020

### San Jose State University / BFA in

#### Digital Media Art

Graduated May 2018

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## Skills

### Design

Prototyping

Wireframing

Storyboarding

Usability Study

Marketing Analysis

### Technical

HTML + CSS + Javascript

Wordpress + Elementor

Adobe Creative Suite

Adobe XD

Figma

Microsoft Office Suite

Microsoft Dynamics CRM

Google Workspace

Salesforce CRM

### Collaboration

Asana

Smartsheets

Project Management

## Experience

### Transwestern / Designer

June 2021 - Present

- Spearheading a project to create a new website layout for Transwestern's San Francisco Bay Area branch for their property listings.
- Collaborating with a team of designers, researchers, and engineers to create new marketing materials such as customizable websites, quarterly market reports, and email marketing designs for customer outreach.
- Designing and managing weekly marketing campaign email blasts sent to over 100,000 users using Microsoft Dynamics.
- Coordinating cross-department communications to manage national region projects and meetings with Asana.

### Kidder Mathews / Marketing Designer

November 2019 - March 2020

- Planned and implemented original marketing promotions and collateral.
- Designed infographics such as maps, graphs, and presentations based by analytics provided by the research team.
- Collaborated with a team to create a multilingual presentation to be shown in China for a development project in Hong Kong.
- Organized workflow by using Smartsheets to assign tasks, track project progress, manage calendars within the marketing department.

### Coldwell Banker / Marketing Designer

October 2018 - June 2019

- Lead a marketing team for Coldwell Banker's new customer acquisition in Arizona.
- Assisted multiple marketing divisions across the country with marketing materials.
- Created and executed 25+ marketing campaigns weekly for over 100,000 customers nationwide, producing a broad range of promotional marketing materials such as video advertising, social media banners, printed brochures, and websites.
- Pulled analytical data of sales from Salesforce CRM to design presentations for monthly marketing sales meetings.

### Salazar Digital / Graphic Designer

September 2016 - September 2018

- Worked closely with the lead web designer by providing visual assets for websites
- Established new brand identities for small businesses with updated logos, flyers, and social media content