

## CHARLOTTE CHANG

1363 Fairway Drive  
San Luis Obispo  
CA  
93405

805.440.8648

[charlotte@shiaochingdesign.com](mailto:charlotte@shiaochingdesign.com)

[www.shiaochingdesign.com](http://www.shiaochingdesign.com)

[www.charlotte-chang.net](http://www.charlotte-chang.net)

### SKILLS

- Adobe Photoshop, Illustrator, InDesign,
- Flash, After Effects, Dreamweaver,
- HTML, CSS, Joomla!
- Salesforce, ACT!, MailChimp,
- MS Outlook, Excel, PowerPoint
- Fluent in Mandarin Chinese and English
- Proficient with both PC and Mac

### EDUCATION

#### FULL SAIL UNIVERSITY

Winter Park, FL  
MFA, Media Design (2011)

#### CALIFORNIA POLYTECHNIC STATE UNIVERSITY

San Luis Obispo, CA  
BFA, Art & Design: Graphic Design (2009)

#### SHIH HSIN UNIVERSITY, TAIWAN

AA, News Editing & Reporting (1981)

### EXPERIENCE

#### SHIAOCHING DESIGN

Graphic Designer/Owner  
San Luis Obispo, CA (06/09—Current)

Provides design and brand consulting services to a broad range of businesses. Design services include development of identity systems, brochures, product packaging, posters, Web site designs, banners, and advertising designs. Brand services include brand strategy, product positioning, market research, and brand communications.

#### CENTRAL COAST MAGAZINE

Graphic Designer—Internship  
San Luis Obispo, CA (07/09-08/09)

Design page layouts for CCM's monthly magazine; design advertising for CCM's advertising clients, and direct mailing.

#### HAUTESPOT NETWORKS CORPORATION

Graphic Designer/Marketing Manager  
San Luis Obispo, CA (01/05—Current)

Design and production of art and copy layouts for Web sites, press releases, brochures, datasheet, electronic media, direct mailing, and trade shows.

#### CERTICOM CORP.

Web Communication Specialist/  
Multimedia Designer  
Hayward, CA (10/99—06/01)

Designed and implemented trade show collateral materials, event updates, site banner, online forms, and Corporate Web sites.

References and portfolio available upon request

