



PANG SIU
CREATIVE DESIGNER

🏠 1219 Thackery Ct, Naperville, IL 60564
✉ pangsiudesign@gmail.com
📞 312.479.3111 • www.pangsiudesign.com

• about

Designer with print and digital design experience in corporate, in-house, event and agency. Brand experience includes OPTO International, APEX design build, DeSitter Flooring, ARCO/Murray design build, Brookhaven Marketplace, Boar's Head, UR Chicago Magazine, Cook County Bureau of Health Service, Art of Imagination, etc.

Experience ranges from developing creative for integrated marketing campaigns, branding strategy, web design, package design, UI/UX design, video editing, photography, traditional print, social media, brochure layout, digital design, product design, event planning and decoration and more.

Language: Fluent Chinese
(Cantonese, Mandarin) and English

• experience

10.2020–present, OPTO International, Inc. • Senior Graphic Designer

Manage social media strategy for Instagram, LinkedIn, Facebook and Pinterest, producing monthly analytics reports to track engagement. Leading brand positioning, assisting in business development strategy. Delivered continual design support for print and web collateral and all marketing materials.

01.2020–present, DeSitter Flooring, Inc. • Freelance Graphic Designer

Created brand and lifestyle imagery for use in print ads, catalogs, product development promotion, showroom displays, company website, internal communications and social channels. Designed and provided production support for all Business Development collateral and all marketing materials.

01.2020–09.2020, Apex Design Build • Freelance Graphic Designer

11.2014–11.2020, JSK Merchandising, Inc. • Freelance Graphic Designer

Create all high-end aquariums promotion materials, package and product design.

09.2018–10.2019, ARCO/Murray Design Build • Senior Graphic Designer

Visually communicate sales and internal messaging by designing/updating brochures, proposals, banners, e-blasts, print ads, digital graphics, PowerPoint presentations. Create digital email marketing templates, infographics and graphics to support future sales initiatives, create website layouts for internal divisions, digital ad and website graphic support as needed. Help maintain image library and manage all photography needs.

04.2012–09.2018, Brookhaven Marketplace • Senior Graphic Designer

Designing both print and digital materials including package design and catalogs, brochure layout. Working closely with marketing team for website update and user experience design. Layout weekly and monthly sale materials and update store signages and all other visual merchandising display. Developing creative for marketing campaigns and manage social media, production and cost budgets. Photography, video editing, event decoration for all events.

04.2005–04.2012, Athena Design Group • Design Supervisor

Review junior designers' work to ensure high quality. Develop design concepts from inception for both consumer and B2B materials. Manage budget, production cost and team management. Manage print, pre-press, large-scale graphics, web design and photo editing.

2010–2011, Hapa Concept Inc. • Event Designer

2008–2009, Wabash Properties • Freelance Graphic Designer

Summer 2007, UR Chicago Magazine • Graphic Designer Internship

2006–2008, Out House Design • Freelance Graphic Designer

• education

University of Illinois at Chicago
BFA in Graphic Design, 2008