

# Torrance Hu

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## Quick Summary

- Bachelor of Arts in Advertising and Public Relations
- More than 7 years of work experience in UX, UI, print, and digital design
- Experience working on a marketing team
- Experience collaborating with web developers and illustrators as a team
- Experience prototyping with InVision and Adobe XD
- Eager to learn new software and techniques

## Experience

### **Lead Designer** / *Torrboar Design Studio / Costa Mesa, CA (Feb 2017 - Present)*

- Provide art direction to match the design style for different clients
- Design and research UX/UI for mobile apps and websites
- Create visual designs for websites and mobile apps
- Prototype with Invision and Adobe XD

### **Visual Designer** / *EteStore Beauty Online E-Commerce / Santa Ana, CA (Jan 2015 - Jan 2017)*

- Design UI/UX for Ete website including the main website and the reward system
- Generate visual design and art production for websites and other marketing materials
- Provide art direction, lead the design team, and mentor interns

### **Graphic Designer** / *TAWA Service Inc. (99 Ranch Market) / Buena Park, CA (Sep 2014 - Jan 2015)*

- Work creatively under marketing team and produce marketing materials
- Build responsive UI for company websites including 168 Market and BF Bakery
- Produce print and digital graphic design for all occasions

### **Freelance Designer** *California/Taipei (Jul 2012 - Jul 2014)*

Clients include Storytellers Museum, ANQI by House of An, Mr. Green Pet Salon, Expanding Music, JJ Printing, Victory-BaoShang Church, Atom Real Estate, Uncharted Roads Gear, and others

## Education

Bachelor of Arts in Advertising and Public Relations (2006-2012)

- *Fu-Jen Catholic University, Taiwan*

Attended two years toward a Bachelor's (Business Administration) (2004-2006)

- *National Chun-Chi University, Taiwan*

## Computer Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere)
- Knowledge of Wordpress, HTML, and Search Engine Optimization
- Ability to make prototypes with InVision and Adobe XD
- Basic Premier and video editing skills

## Online Portfolio

<https://torrancehu.com/>

## Honors & Activities

- Selected as one of the 7 national finalists out of over 100 teams in Loreal Brandstorm marketing innovation competition
- Volunteer as a graphic/web designer at Resurrection Beach MCC