

# Lance Sun

Graphic Designer with 4+ years of experience in graphic and UX/UI design, from concept to delivery

www.lancesun.art

Lancersun07@gmail.com

(408)-858-6958

## TOOLS

Illustrator  
Photoshop  
InDesign  
Premiere Pro  
After Effects  
XD  
Figma  
Stable Diffusion  
Midjourney  
Procreate  
HTML/CSS

## DESIGN SKILLS

Branding Design  
Design System  
Illustration  
Social Media  
Layout Design  
Marketing Materials Design  
Print Design  
Typography  
UX/UI Design

## EDUCATION

2019  
BA in Design Studies  
San Jose State University

## CERTIFICATE

2021  
Google UX Design  
Professional Certificate

## PROFESSIONAL EXPERIENCE

### IvyMax Academy

#### Marketing Graphic Designer | September 2020 - Current

- Developed and executed creative visual concepts for a variety of marketing and promotional materials, including digital and print formats.
- Designed a wide range of communication assets such as web pages, brochures, posters, flyers, social media graphics, and email templates.
- Created visually engaging promotional videos by incorporating design elements like scripting, audio, and screen layouts.
- Led a design team of 3, collaborating to produce high-impact promotional materials that elevated brand presence and contributed to increased sales.

### Opal

#### UX/UI Designer (Part-Time) | May 2022 - December, 2023

- Crafted the main pages of responsive websites, enhancing user experience through visually appealing and intuitive interfaces, while establishing cohesive design systems across typography, color palettes, and illustration styles.
- Created wireframes and high-fidelity interactive prototypes, ensuring alignment with user needs and business goals through visually consistent and functional designs.
- Conducted user research, developed personas, and mapped user journeys to identify key pain points, allowing for informed design decisions and optimization of the overall user experience.
- Collaborated with senior designers and engineers to seamlessly integrate design elements into functional products, maintaining a balance between aesthetic appeal and usability.

### Coldwell Banker

#### Real Estate Executive Assistant | August 2018 - February 2019

- Crafted monthly newsletters using Adobe Illustrator and Photoshop, effectively reaching and engaging target audiences.
- Managed updates on the Multiple Listing Service and handled key administrative tasks related to home sales, ensuring smooth operations.