

# EDISON GIANG

WWW.EDISONGIANG.COM

510.415.3189 / SAN FRANCISCO BAY AREA / EDISON.GIANG@GMAIL.COM



SKILLS &  
BACKGROUND

Design /	Indesign	Medium /	Animation	Other /	Storytelling
	Photoshop		Basic Coding		Creative Flexibility
	Illustrator		Prototyping		Deadline-Oriented
	Sketch App		Page Layout		Branding Development
	Principle App		3-Dimensional		Team Player
	Invision App		User Experience		Art Direction

## EDUCATION

University of California, Davis  
(Visual) Communication, B.A.

June 2014

## PROJECTS

San Francisco Design Week  
Visual Designer

Giving back to the creative community  
by volunteering 4 hours a week to build  
marketing / PR collateral.

Jan. 2017 – present

Bose Hackathon  
Mobile Application Design

IOS application for music production  
and capturing everyday sounds for teens.  
Finalist competitor at Stanford University.

Nov. 2016

UC Davis Business Org  
Self-Branding Talk

Delivered a 20 minute lecture presentation  
to 150+ university students on career  
development and recruiting.

Oct. 2016

Microsoft Windows Phone  
Marketing Campaign

Design, advertise and push the “Be  
In” campaign. Competitive analysis &  
Strategy. Produced 3,500 immediate viral  
hits through social media.

Jan. 2012

## PROFESSIONAL EXPERIENCE

NerdWallet Inc.

Visual Designer

August 2016 - Present

- Pioneered a content design team: brand templates, infographic standards, vector illustration and graphic production through Sketch App, & animation.
- Designing content specific materials to promote traffic: Black Friday infographics, holiday syndication, mobile readiness, A/B testing, etc.
- Lead 20+ campaign meetings with on-site and remote content Assigning Editors to graphically elevate financial articles, Facebook, & Twitter presence.

AECOM Technologies

Visual Designer

Jan 2015 - Mar 2016

- Graphic lead for over 60 deadline driven design projects including: 3D software, proposal publications, keynote decks, large format wall graphics.
- Conceptualized & presented process & ideas throughout project milestones: Levi's, Box, AECOM corporate, HP, and other venture capitalists.

Shutterfly Inc.

Graphic Designer

Aug 2014 - Dec 2014

- Completed 100+ quarterly projects. Designing online creative marketing materials such as emails, online display ads and website landing pages.
- Photography direction and storytelling with stakeholders, copywriters and directors to push holiday campaign initiatives & verticals forward.
- Worked with internet marketing to build advertisement collateral (15+ revenue generating projects) for partner channels: mobile and web.

UC Davis Engineering

Graphic Designer

Aug 2012 - Dec 2013

- Lead over 80 yearly professional graphic & publication projects under the Dean's Office style guideline with Adobe CC software.
- Produced graphic collateral including, but not limited to: brochures, banners, PDF office form, postcards, large format posters & logos.