



# SHAO-CHIEH CHANG

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## ○ WORK EXPERIENCE

### **Sunny Health and Fitness 7/2021 – Present** **Senior Graphic Designer/ Photographer**

- Conceptualize and design promotional materials, including key art, digital and social assets, paid ads, web graphics, and email marketing.
- Create Amazon gallery and A+ content.
- Support the development of the marketing website on Shopify by utilizing creative materials and external resources for technical implementation.
- Collaborate with the Director of E-commerce and creative team throughout major campaigns from concept to production.
- Photograph and retouch product hero and lifestyle images for the website and other distribution channels.
- Revamp product packaging for retail distribution in physical stores.
- Delegate projects to team members and provide mentorship to junior members of the team.

### **Arbonne International 11/2015 – 6/2021** **Digital Production Designer/ In-House Photographer**

- Conceptualized and designed GIF animations for social media, as well as monthly campaign emails.
- Photographed executive headshots, beauty shots, social media content, E-commerce product images, and product hero shots.
- 3D rendered and updated product packaging to reduce costs for photoshoots and generated E-commerce images for the product detail page (PDP).
- High-end retouched images and managed content assets.
- Designed country-specific product catalogs, packaging, and brochures, reviewed color proofs from vendors, and attended press checks for quality assurance.
- Created and updated forms, catalogs, marketing materials, and training materials.
- Designed signage and booths for annual corporate training events and maintained visual standards as established in brand guidelines across all marketing collateral.

### **UrbanOG.com 3/2013 – 11/2015** **Web Designer**

- Created online banners and graphics for the company website and various social media platforms.
- Designed and scheduled daily newsletters and conceptualized monthly contests to boost traffic.
- Designed magazine ads, flyers, and other marketing collateral.
- Photographed on location and in studio for Lookbook photos and product images, and retouched photos for web and print.

### **Americhip Inc. 8/2005 – 3/2013** **Graphic Designer**

- Created proactive mock-ups for a diverse range of clients, including major retailers, department stores, film production companies, TV shows, and advertising agencies.
- Worked closely with paper engineers to create artwork for elaborate 3D pop-ups, point of purchase (P.O.P.) displays, and consumer packaging.
- Designed web graphics for online advertisements and e-blasts.
- Produced marketing collateral and trade show materials for the marketing department.
- Photographed products for marketing collateral, presentations, and archival purposes.

## ○ EDUCATION

University of North Texas  
BFA Communication Design – 2003

## ○ SOFTWARE SKILLS

Illustrator, Photoshop, InDesign, Capture One,  
Basecamp, Monday.com