

FLORENCE TANG  
florence.tang@gmail.com  
Online Portfolio: www.ftangdesign.com

WORK EXPERIENCE **Florence Tang Design** San Jose, CA

**Freelance Designer** Present

- Design projects include web design, brand identity, and marketing materials for various companies

**Intuit, Inc.** Mountain View, CA

**Visual Designer** Jan 2006 - Jun 2009

- Solving for a great shop, buy, and use online experiences by apply best practices in user-centered design
- Collaborated with marketing managers, web analysts and researchers to design and execute A-B and multi-variant testing to increase conversion and revenue
- Participated in usability testing and heuristic evaluation to identify usability issues and make design recommendations
- Created wireframes, mock-ups, and UI specifications, and translated wireframes into visual user interfaces
- Led landing page design projects in the Web Center of Excellence team. Created and maintained the landing page design guidelines
- Websites worked on: TurboTax.com, QuickBooks.com, Quicken.com, Intuit.com, Payroll.com, and award-winning Small Business United Campaign: smallbusiness.intuit.com

**TelTel, Inc.** Santa Clara, CA

**Senior Visual Designer** May 2004 - Dec 2005

- Led in company creative design: software applications, websites, and print materials
- Designed and created company branding system
- Brainstormed with Marketing team to develop concept and ideas
- Collaborated with UI designers to refine the user experience
- Worked with developers and engineers to deliver the final product

**UFC Technology, Inc.** San Jose, CA

**Graphic and Web Designer** July 2003 - May 2004

- Designed and developed the corporate websites
- Designed and created company branding system and print materials
- Maintained and updated the website on a daily basis

**ABC, Inc. / ABC.com & Oscar.com** Burbank, CA

**Graphic Design Intern** January 2003 - May 2003

- Assisted in designing and creating images for ABC.com and Oscar.com - The official Website for the 75th Annual Academy Awards
- Designed compelling web banner advertisements for TV shows
- Maintained and updated the website and gallery images
- Created and updated nominee's web pages the night before announcement in the Academy's headquarters
- Created and updated red carpet photos on Oscar Night in Kodak Theatre

**Tri-D Studio** Monterey Park, CA

**Graphic Artist** January 2001 - December 2002

- Designed and created images for web use
- Web development and production
- Designed and created Yellow Page Advertisements

SKILLS **OS:** Windows, Macintosh, and Linux

**Applications:** Adobe PhotoShop, Adobe Illustrator, Adobe Fireworks, Adobe Dreamweaver, Adobe Flash, Adobe InDesign, QuarkXpress, AutoCAD, and Microsoft Office.

**Languages:** C, JavaScript, HTML, and CSS.

**Personal skills:** Visualization, conceptualization, and layout skills excel in areas of new media design, interactive design, and traditional graphic design. Excellent team player and fast learner. Work well under pressure and deliver to deadlines. Always enjoy challenges.

EDUCATION California State University, Los Angeles, California  
Bachelor of Arts. Degree in Art - Design option. March 2003.

REFERENCES Available upon request.