



Eric Tse

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Art Director/Graphic Designer with over 15 years experience in creative direction, pre-press/print production and graphic design. Skilled in all aspects of print media and graphic design with a background in offset lithography. Also experienced in videography and interactive design. Accustomed to working multiple project simultaneously and under strict deadlines.

• PROFESSIONAL EXPERIENCE

KO Propo America | Garden Grove, CA

Advertising Freelance Designer (08/2003 - present)

Create full colors advertisements for KO Propo America, which designs, creates, manufactures and supplies components for professional remote control cars. These ads are for promoting company products and events and are displayed in different mediums such as full page magazine ads to large vinyl banners. Also responsible for creating advertisements with the corresponding entry form for current events being promoted and hosted. Also responsible for T-shirt designs for the races.

Nine Star Corporation | San Diego, CA

Freelance Designer (10/2002 - present)

Freelance designer for Nine Star Corporation, the parent company of White Dragon Martial Arts. These schools train in the traditional kung fu styles of Choy Li Fut and Yang style Tai Chi Chuan. Responsible for creating corporate branding such as stationary and diplomas as well as promotional materials like brochures, posters and banners.

Publishers Development Corporation | San Diego, CA

Art Director (07/2000 - 3/2012)

Responsibilities included complete design aspect and execution of a monthly, nationally published magazine from layout design to overall artistic concept, pagination for the publication, pre-press work to prepare the magazine for print, logo design for icons used throughout the magazine, related stories and industry events being hosted, including the design and production of marketing materials along with a variety of other communications projects that are consistent with the development of the magazine and related sponsored events.

Additional responsibilities include digitizing the publication for online viewing including adding links and videos to create a more exciting interactive experience and assisting other artists in the production of our other publications. I also gained experience in videography and photography in addition to running the soundboard and interactive videos during our awards presentations.

White Dragon Martial Arts | La Mesa, CA

Instructor (09/2001 - 09/2011)

Personal instructor to students of all ages (kids to adults). Responsible for the progression and advancement of their martial arts training in the arts of Choy Li Fut (kung fu) and Tai Chi Chuan (yang style). In addition to private lessons, I also ran group classes, sparring classes, and specialty classes for the students.

The Shield | Los Angeles, CA

Flyer and Sticker Design Graphics (12/2008 - 12/2008)

Created flyer and sticker graphic designs for "The Shield", season 7.

The Daily Aztec (San Diego State University Newspaper)

Ad Graphics Manager (12/1999 - 05/2000)

Hiring/work scheduling, trained, and supervised 4 graphic designers and 1 intern. Designed and created ads for various advertisers under tight deadlines. Prepared flats for the newspaper and responsible for pre-press/check of all spot/CMYK ads and digital files.

The Daily Aztec (San Diego State University Newspaper)

Ad Graphic Designer (05/1999-12/1999)

Designed and created ads for various advertisers under tight deadlines.

• EDUCATION

San Diego State University Bachelors of Arts in Graphic Design

• MEMBERSHIPS/AFFILIATIONS

- American Institute of Graphic Art (AIGA)
- Order Of Omega
- Plum Blossom Federation