

**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.**

• **SKILLS**

- CS5 (Photoshop, Illustrator, InDesign)
- Quark
- Final Cut Pro
- Director 7
- Motion
- Acrobat Pro
- Offset Lithography

• **PROFESSIONAL EXPERIENCE**

**KO Propo America | Garden Grove, CA**

**Advertising Designer (08/2003 - present)**

- Create full colors advertisements, such as full-page magazine ads to large vinyl banners and online advertisements.
- Generate the corresponding entry form for sponsored events.
- T-shirt designs for sponsored events.
- Develop packaging and sticker design for cases.

**Nine Star Corporation | San Diego, CA**

**Graphic Designer (10/2002 - present)**

- 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)**

- Completed design aspect and execution of a monthly, nationally published magazine.
- Designed layouts for the columns and feature stories each month.
- Updated and flowed the database for our bi-annual industry buyer's guide.
- In charge of the overall artistic concept of the magazine.
- Responsible for the pagination each month of the publication.
- Prepared all necessary files for pre-press stage.
- Logo design for icons used throughout the magazine, related stories and industry events being hosted.
- Design and production of marketing materials that were consistent with the development of the magazine and related sponsored events.
- Digitized the publication for online viewing including adding links and videos.
- Assisted other artists in the production of our other publications.
- Experience in videography, video editing, photography and running the soundboard and interactive videos during our award presentations.

**White Dragon Martial Arts | La Mesa, CA**

**Instructor (09/2001 - 09/2011)**

- Personal instructor to students of all ages (kids to adults).
- Ran group classes, sparring classes, and specialty classes for the students and fellow instructors.

**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)**

- Performed 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.
- 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.



Eric Tse

ericsecdesign@gmail.com

www.ericsecdesign.com



Eric Tse

## **Calvin Woo & Associates | San Diego, CA**

**Intern** (01/2000 - 05/2000)

- Participated in the conceptual phase of designing projects such as the logo design for the San Diego Asian Film Festival while interning at one of San Diego's top design firms.

### • **FREELANCE WORK**

**Clients include:** San Diego State University (Drama Department), 10 pieces of trash (environmental movement), Bird and Poppet (boutique antique shop), Zero'd In Shooting Club, Majestica (woman's fragrance), Bannerpick.com, Dineoutdiscounts.com, Matthew David Studio, Rosetta Translations, Fro•Yo (frozen yogurt store in Taipei, Taiwan)

### • **EDUCATION**

#### **San Diego State University**

- Bachelors of Arts in Graphic Design

#### **Don Bosco Technical Institute**

- Graphic Communications/Offset Lithography

### • **LANGUAGES**

- Chinese (Cantonese, intermediate)

### • **MEMBERSHIPS/AFFILIATIONS**

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

ericsegedesign@gmail.com

• www.ericsegedesign.com