LINDA LUM

✉ LindaLum@me.com

📱 214.458.0863

in www.linkedin.com/in/linda-lum

💻 www.LindaLum.com

KEY STRENGTHS

Strong work ethic. Client Focused. Dependable, versatile and flexible with the ability to switch gears easily. Skilled at combining artistic aesthetics with marketing and business-oriented design. Willing to do what is needed. Able to work under the tight deadlines and manage multiple tasks. Love to learn and willing to learn skills outside of knowledge base.

SKILLS

Strong skills in Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Acrobat, After Effects, Premiere, Muse, Dreamweaver, Microsoft Office, Hubspot, SharePoint and Marketing Asset Management Technology and Blackboard and Canvas Learning Management Platforms.

Experience in B2B and B2C advertising and marketing, mapping / infographics design experience, creating and managing templates using marketing assets management technology.

Solid grasp of fundamental concepts of print and web publishing and graphic design principles, motion graphics and video editing.

EDUCATION

University of Texas, Dallas
B.A. in Art and Media Technology
Magna Cum Laude

AWARDS

MARCOM Award 2009 – 2016

Hermes Creative Award 2009 – 2016

Award of Excellence APEX 2008 – 2016

National Health Information Award 2008 – 2014

Printing Industries of America Award for Best in Show 2007

Best in Category for Direct Mailer and Greeting Card Design 2006

Best in Category for Direct Mailer and Greeting Card Design 2005

DESIGN/MARKETING EXPERIENCE

2018 – 2020: Senior Graphic Designer Lennox Industries, Richardson, TX

Senior Graphic Designer on the Lennox Commercial Team responsible for working cross-functionally with internal teams to generate and implement creative assets for product sales and marketing campaigns.

+ Design print collateral and digital assets to support promotions and campaigns for channel marketing, sales campaigns, national sales meetings, product launch marketing, tradeshows, B2B and B2C advertising, email newsletters, and digital marketing collateral.

2018: Graphic Designer CBRE, Dallas, TX

Graphic Designer on the CBRE Capital Markets' group responsible for creating capital market executive summaries, offering memorandums, pitch books, and request for proposal communication design materials and custom sale toolkits.

+ Desgin corporate identity, marketing brochures, proposal pitch books, offering presentations, maps, site-plans, infographics, websites, e-blasts, interactive pdfs, powerpoint and other collateral.
+ Create iconography, aerials with maps, site plans, infographics, stats call-outs and data charts.

2017 – 2018: Visual Designer Essilor USA, Dallas, TX

Visual Designer on Essilor USA in-house creative services team responsible for ideation, conceptualization design and production of print collateral and digital assets to support product launches and campaigns, national sales meetings, B2B and B2C advertising, motion graphics, video content, email blasts, microsites, social media and digital marketing collateral for external marketing and internal communications.

2008 – 2017: Graphic Designer Optum, Dallas, TX

Graphic designer on Optum's in-house design team responsible for a wide variety of print and online deliverables for B2B and B2C across multiple media channels.

+ Achieved revenue targets through strategic marketing campaigns customized to consumer experience for Optum's health and wellness product suites.
+ Created award-winning custom design solutions for Optum's wellness programs leading to higher client engagement and enrollment rates.
+ Designed templates and managed library database materials for digital delivery to a Marketing Asset Management repository portal, as well as maintained an assets library for all creatives.

TEACHING EXPERIENCE

Dallas County Community Colleges, Dallas, TX
2001– Present: Adjunct Faculty

Computer arts instructor teaching digital imaging and computer graphics. Design and develop online classes for Richland College's Multimedia program covering topics in digital imaging with Adobe Photoshop, computer illustration with Adobe Illustrator and digital publishing with Adobe InDesign.

Collin College, Plano, TX
2001– Present: Adjunct Faculty

Teaching continuing education classes for Collin College's Certification Programs on graphic design, web design and digital photography. Corporate training for Collin College's Workforce and Economic Development Division. Provide customized workplace training to businesses and organizations on print and web solutions using Adobe Creative Cloud applications.