

Emilia Sun

Senior Graphic Designer

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Boston, MA



Guest for Lynn TV Talker Show “The American Dream”

- Women's History Month

<https://lynn.tv.org/watch-online/video/the-american-dream-womens-history-month-march-27-2024/>

- Prejudice

<https://lynn.tv.org/watch-online/video/the-american-dream-prejudice-lets-continue-the-dialogue-june-14-2023/>

emiliasundesign.webflow.io

EXPERIENCE

Senior Graphic Designer

Essex Media Group

Nov. 2021 - Present - 4 years, Boston

- **5 Newspaper: Daily Item, Peabody Weekly News, Lynnfield Weekly News, Marblehead of Weekly News, Average Circulation: 10,000**
(Resource: <https://emiliasundesign.webflow.io/newspaper>)
 - Lead front page designer for each publication, coming up with visual ideas according to editorial content, illustration, image editing, and design info charts for special contents
 - Set up templates for each publication for the design team to keep the visual consistency of each publication, and keep the branding fresh
 - Critique every day's publication with art directors and give feedback to the newsroom
 - Maintain fast turnaround under daily and weekly publishing deadlines
- **4 Magazines: 01940, 01907, 01945, North Shore Golf Magazines**
(Resource: <https://emiliasundesign.webflow.io/magazines>)
 - Work with news editors for the magazine content, and come up with photo shooting ideas and visual solutions for each story
 - Only designer in charge of the processing magazine to make sure it meets digital and printing requirements
- **EMG Marketing** (Resource: <https://emiliasundesign.webflow.io/advertisement-and-marketing>)
 - Create marketing collateral: sell sheets, rate cards, flyers, and social media content
 - Develop and launch campaigns for new publications and advertising products
 - Coordinate cross-departmentally to maintain brand and message consistency
- **Advertisement**
 - Work directly with sales reps and clients to ensure ads meet client expectations from concept to final approval, and ensure ads meet technical specifications for print and digital
 - Deliver polished sales presentations and proposals
- **Websites**
 - Develop and update 7 EMG websites, ensuring visual alignment, proper categorization, and ad integration (Resource: <https://itemlive.com/>)
- **Lifestyle Column**
 - Come up with story ideas, interview, write and design lifestyle columns with editors and photographers support

(Resource 1: <https://itemlive.com/2024/07/11/driving-on-the-road-to-success/>)
(Resource 2: <https://itemlive.com/2024/05/09/kay-and-her-strawberry-fairies/>)

Website Designer and Developer

[Sagepower.net](https://sagepower.net)

Jan. 2024 - Feb. 2024, 1-month contract, New York

- Branding design including logo, business card and other visual materials for the investment company
- Communicate with clients and build up the website from zero
- Only designer for this project and complete the process in 2 weeks

Visual Designer

VIGI Photography Studio

Mar. 2021 - Oct. 2021 - 7 month, Boston

- Work focus on vigiphotography.com redesign project
- Design, edit and manage social media account content

EDUCATION

Bachelor of Fine Art in Visual Communication Design

Zhejiang University

2014 - 2018, Zhejiang, China

Master of Fine Art in Visual Communication Design

Rochester Institute of Technology

2018 - 2020, Rochester, NY

Design Skills

Creativity, Typography, Branding and Identity Design, Image Editing, Color Theory, 3D Modeling, User Interface, User Experience, Interaction Design, Motion Graphic...

Tools

Adobe Creative Suite (PS, AI, ID, AE, PR...), Figma, HTML, CSS, Java Script, C4D, Wordpress, Office

Languages

Chinese (Native)
English (Fluent)