

# JOHN TANG

www.jxhndesign.com

johntang7@hotmail.com

925.786.0120

## MY OBJECTIVE

A creative leader and designer driven by innovation, strategy, and visual impact, with a resourceful and collaborative mindset, I bring ideas to life through bold concepts, refined design, and forward-thinking direction. I stay ahead of trends and technologies to craft work that inspires, connects, and stands out.

## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer

*The Surplus Line Association of California (2023 - Present)*

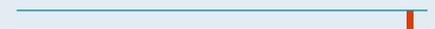
- Collaborate with Art Director, Brand Managers, and Marketing Team to develop visually compelling and effective design concepts and assets.
- Review design briefs for major initiatives (redesigns or new project) and create initial concepts for presentation to senior management.
- Manage multiple design projects from concept to completion, balancing creativity with timelines.
- Create engaging digital, social, and e-commerce design assets aligned with brand strategy and objectives.
- Ensure all design outputs maintain consistency with corporate brand guidelines and strategic vision.
- Partner with Creative Services Manager on print production, including color proof review and press checks.
- Managed budgets and pricing to drive profitability and uphold high design standards.
- Maintain and organize digital archives, ensuring all design assets are up-to-date, accurate, and easily accessible.
- Presented and pitched creative concepts and design rationale to executive leadership and key stakeholders, successfully gaining buy-in for critical brand initiatives.
- Designed and developed responsive email campaigns or webpages utilizing a range of platforms including Figma, Wix and Beefree for final implementation.

## AWARDS - RECOGNITIONS

- 2025 Stevie Award Winner – Best Annual Report for outstanding design and visual storytelling
- 2018 Designed and launched Biofinity Energys packaging globally
- 2013 Awarded “Best Trade Show Booth” for outstanding design and creativity
- 2010 Achieved \$500K+ in sales through creative, high-performing design work
- 2006 2<sup>nd</sup> Place for best vehicle wrap design
- 2001 Top 5 Best creative commercial film

## TECHNICAL SKILLS

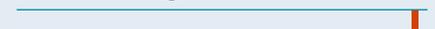
Adobe Illustrator



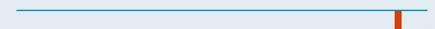
Adobe Photoshop



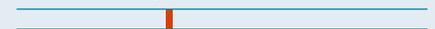
Adobe InDesign



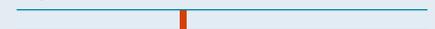
Adobe Acrobat



Adobe Firefly



Figma



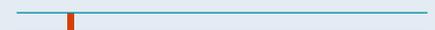
Mac & Pc Operating



Microsoft Office



HTML + CCS



## PROFESSIONAL EXPERIENCE (CONTINUED)

### Lead Designer

*CooperVision (2012 - 2022)*

- Collaborate with marketing teams to create, manage, and archive print and digital materials, including brochures, trade ads, newsletters, e-blasts, renderings, and packaging.
- Oversee and mentor a team of designers, providing creative direction, feedback, and guidance to maintain high-quality standards.
- Lead the creation of packaging, campaigns, and digital experiences that enhance user engagement and brand recognition.
- Develop packaging design strategies and oversee execution for national and international product lines.
- Design private labels and marketing collateral for clients such as Vision Source, Walmart, Kaiser Permanente, LensCrafters, Shopko, Target and others.
- Deliver innovative collateral design solutions, managing projects from concept through final production.
- Partner with social media teams to visualize content while ensuring consistent brand quality across all channels.
- Work closely with Advertising Directors, Editorial, and Production staff to deliver cohesive, high-impact campaigns.
- Provide creative direction for social media, and marketing campaigns that drive engagement and brand growth.
- Oversee the production of promotional materials, trade show displays, and digital advertising assets.

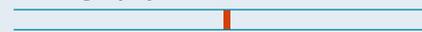
### Senior Graphic Designer

*Bond Manufacturing (2006 - 2012)*

- Lead the design and production of diverse graphics and marketing materials for high-profile clients, including Lowe's, Home Depot, Walmart, Target, Black & Decker, OSH, and Longs Drugs.
- Conceptualize and execute advertising campaigns, brand identities, brochures, logos, and collateral for both internal and external initiatives.
- Art direct photography sessions, guiding creative teams to ensure cohesive, high-quality visual output.
- Oversee design and production of screen-printed materials, outdoor signage, trade-show displays, and other promotional assets.
- Develop layouts and designs across print and digital media, maintaining brand integrity and visual clarity.
- Prepare final art files and pre-press documentation for accurate, timely production.
- Create mock-ups and digital presentations to support client pitches, executive reviews, and project approvals.

## TECHNICAL SKILLS

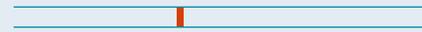
Photography



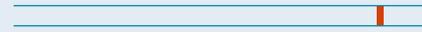
Adobe Fresco



Asana



Social Media



Wix | WordPress



## PROFESSIONAL SKILLS

- » Creative Direction
- » Design Execution
- » Typography & Layout
- » Mentorship
- » Project & Workflow Management
- » Cross-Platform Design Proficiency
- » Brand Identity & Logo Development

## PERSONAL SKILLS

- » Creativity
- » Attention To Detail
- » Collaboration
- » Problem-Solving
- » Time Management
- » Proactive
- » Adaptability
- » Resilience

## PROFESSIONAL EXPERIENCE (CONTINUED)

- Translate documents and packaging content from English to Spanish, creating bilingual packaging solutions.
- Design and optimize websites, e-blast templates, and other digital assets to drive engagement.
- Manage full project lifecycle from initial concept through final production, ensuring quality, brand consistency, and timely delivery.

### Senior Graphic Designer

*California Color Graphics (2005 - 2006)*

- Mentored and supervised a team of junior and mid-level designers, providing art direction, constructive feedback, and professional development to elevate creative output.
- Managed multiple high-priority design projects simultaneously, effectively delegating tasks, setting realistic deadlines, and overseeing budgets to ensure on-time and on-scope completion.
- Supervise & approving final arts from the other designers.
- Served as the primary design consultant for clients, guiding them from initial concept development through to final project approval.
- Oversaw the on-site installation of final artwork, including large-format graphics and environmental branding, ensuring precision and quality control.
- Expertly retouched and color-corrected imagery, producing professional-quality assets optimized for both print and digital platforms.

### Owner / Art Director

*Linaje Graphics & Advertising Agency (2003-2005)*

- Directed brand strategy, visual identity, and multi-channel marketing campaigns for a diverse portfolio of clients.
- Collaborate with marketing, product, and executive teams to translate business goals into powerful, visually cohesive design solutions.
- Built and managed long-term partnerships with major brands, corporations, and local businesses.
- Oversee photo shoots, video productions, and content creation, ensuring alignment with brand tone and visual identity.
- Direct and mentor designers, photographers, and copywriters to ensure creative excellence and brand consistency.
- Present creative strategies and design concepts to stakeholders, clearly articulating vision and rationale.
- Managed budgeting, pricing, and project profitability while maintaining top-tier design quality.

## LANGUAGE

- » Spanish (Native)
- » English (Fluent)

## EDUCATION

### Bachelor in Communication Sciences / Graphic Design

San Martin de Porres University,  
Lima / Perú. (1996 - 2001)

### Advance Course in Graphic Design

Toulouse Lautrec Institute,  
Lima / Perú. (2000 - 2001)

## PROFESSIONAL EXPERIENCE (CONTINUED)

- Developed high-impact campaigns spanning print, packaging, digital, and environmental design.
- Grew client base and annual revenue through strategic positioning, quality service, and creative innovation.

### Graphic Artist

*World Graphics (2001-2003)*

- Collaborate with team members to create visually appealing designs for print, digital, and social media projects.
- Assist in developing branding materials, marketing collateral, and promotional assets that align with client or company standards.
- Prepare and finalize design files for production, ensuring accuracy, quality, and consistency.
- Support photo shoots, content creation, and layout design as needed.
- Stay current on design trends, tools, and software to contribute fresh ideas and creative solutions.

## REFERENCES

### Christina Kim

*Brand Designer*

510.709.9215

### Mary Mercado

*VP Co-Head of Marketing*

*Operations*

925.353.8250

### Gabriela Garcia-Sanchez

*Associate Director of Digital*

*Communications / News*

510.282.5245

### Diana Olveira

*Director of marketing &*

*Membership Services*

510.913.1157

### Jonathan Garcia

*Communication Specialist*

510.359.9209

### Mike DeRenzi

*Engineering Leader and Executive*

858.692.1841