

## JEAN TSE

Graphic Designer

www.jeantse.com

617.633.3034  
tsejean@gmail.com

28 Adams Street  
Westborough MA 01581

A highly creative and multi-talented graphic designer with extensive experience in marketing, print design and retail with 10+ years of in-house experience. Capable of delivering multiple projects with a high degree of complexity under tight deadlines.

### PROFESSIONAL ART DIRECTION EXPERIENCE

11/2015 - Present **Freelance**, Greater Boston area MA

**Art Direction and design marketing materials.**

- Working with small businesses on their marketing materials such as POP, graphic banners, and advertisements.

06/2013 - 10/2015 Bose, Greater Boston area MA

Art Director

**Art Direction, store windows, in-store display graphics, POP, POS & visual merchandising**

- Executed US and Global window display and interior graphics for retail store portfolio.
- Designed both 2-D and 3-D point of purchase materials and merchandising signage. Provided photography art direction.
- Created innovative and impactful solutions under compressed timelines and tight budgets.
- Collaborated with creative project teams and business partners to effectively plan, organize and execute projects.
- Developed brand layouts, storyboards and client presentations, providing support to multiple product divisions.

11/2005 - 03/2013 Tivoli Audio LLC, Boston MA

Senior Graphic Designer

**Art Direction, store windows, in-store display graphics, online retail, POP, POS, visual merchandising, Email campaigns, trade show displays and graphics.**

- Delivered retail store window display installations, POP, graphic banners, and advertisements.
- Partnered with marketing team to provide clear art direction for e-commerce and print advertising campaigns.
- Produced marketing materials and signage graphics for the company's domestic and international events.
- Maintained and updated company's online retail store and extranet sites.
- Designed and directed on-site and studio photo shoots. Performed follow-up photography editing.
- Developed recurring product promotion e-blasts and the company newsletters.
- Managed and directed junior designers and freelancers on project strategies and daily workflow.
- Responsible for insuring quality control while adhering to tight deadlines.
- Supported company's distributors worldwide.

01 /2004 - 08/2005 Green Wood Products Company, San Juan Capistrano, CA

Designer/Marketing manager

**Art Direction, marketing promotions, online retail store graphics and annual trade show graphics**

- Responsibilities included new product development, planning and implementation.
- Directed a product research initiative and managed customer and international client relations
- Developed and designed company product catalogs, brochures, and online retail websites.
- Planned and designed the company's annual trade show booth layout, banners, advertisements, and product displays.

06/1999 - 01 /2003 Imagitas, Inc., Newton MA

Graphic Designer

**Marketing promotions and online banners.**

- Responsibilities included the design, layout, and production of print and web-based marketing projects. Created brand advertisements for the sales team to present to potential private and public sector clients.
- Developed web interface and interactive advertisements.

### SOFTWARE

Proficient on Mac and PC  
Excellent knowledge on  
Adobe Creative Suite 6  
Interact regularly with  
Acrobat Professional  
Dreamweaver  
Microsoft Word,  
and Microsoft Excel  
Training in CSS and  
XHTML Web Development

### LANGUAGE

Fluent in Mandarin Chinese

### EDUCATION

Massachusetts College of Art  
Boston MA (1995-1999)  
Bachelor of Fine Arts,  
Graphic Design