Peter Chang

WEB AND GRAPHIC DESIGNER | HTML, CSS, GRAPHICS, UI/UX, BRANDING

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SUMMARY

Web and graphic designer with experience creating responsive websites, brand identities, digital graphics, and user-friendly interfaces. Skilled in HTML, CSS, Adobe Creative Suite, website content management, and visual communication. Combines formal design education with practical experience in web projects, eCommerce, and marketing. Fluent in English and Mandarin Chinese.

WORK EXPERIENCE

Graphics and Web Designer

JAN 2025 – PRESENT

P Chang Webdesign | Rowland Heights, CA

- Design and develop responsive websites using HTML and CSS, creating intuitive layouts and consistent user experiences across desktop, tablet, and mobile devices.
- Create brand identities, logos, graphics, and typography using Adobe Creative Suite and traditional hand-sketching techniques.
- Build and manage websites using content management systems (CMS), creating and uploading graphics, updating content, and customizing layouts to meet project requirements and maintain visual consistency.
- Manage web projects from concept through design, front-end development, testing, optimization, and launch, with attention to accessibility, cross-browser compatibility, and performance.
- Translate client objectives and complex content into polished websites, including eCommerce and members-only platforms, collaborating with clients and project partners throughout development.

Selected Web Projects

Panda Design & Construction - Responsive website and frontend development using HTML, CSS, JavaScript, and Adobe Creative Suite.
Grace Medspa - Website design and visual branding for a beauty and medical spa.
Portal to Ascension - Website design and frontend work supporting a platform with paid webinars and archived content.
Dentricity Dental Specialty - Website design and frontend development for a dental specialty practice.
Brilliance in Commerce - Ecommerce website experience selling digital products.

USA Marketing and Brand Operations Manager

JUL 2023 – DEC 2024

Kaiyan Medical & Light Tree Ventures USA LLC | Shenzhen, China

- Led multichannel marketing campaigns across five brands, developing comprehensive schedules that boosted brand visibility, engagement and customer acquisition through innovative, cross-functional marketing initiatives.
- Cultivated and managed relationships with wholesale distributors across the U.S. and international markets, supporting product education, promotional alignment, and sales growth across five brands.
- Led the strategic relocation of company HQ from Minneapolis to Miami, managing logistics for $2M in finished goods to ensure uninterrupted warehouse operations, enhance brand recognition, and support future expansion initiatives.

Product Sales Specialist

OCT 2020 – MAR 2023

California Gold | Santa Ana, CA

- Processed and managed wholesale and retail customer orders via WIX, ensuring timely fulfillment and accurate communication with more than 20 wholesalers across the U.S.
- Supported B2B distributor sales through client outreach, product education, and follow-up, contributing to nationwide expansion.

Product Operations Coordinator

JUL 2017 – OCT 2020

2WNTY3 | Irvine, CA

- Led market research efforts to identify industry trends and growth opportunities, guiding new product development and promotional planning in collaboration with clients and partners.
- Played a key role in cross-functional marketing initiatives, helping expand brand visibility and strengthen customer engagement through targeted product positioning campaigns.

WORK EXPERIENCE — CONTINUED

Director of Customer Relations JAN 2015 – JUN 2017
Brilliance in Commerce | Remote

- Delivered exceptional customer support across phone, email, and online platforms, resolving issues within 24 hours to enhance satisfaction and foster customer loyalty.
- Managed customer orders and transactions using WooCommerce and Authorize.net, resolving issues quickly to improve customer satisfaction.
- Oversaw $150K in annual transactions on Authorize.net, ensuring compliance and enhancing website functionality for improved customer experience.

Founder and Creative Director NOV 2010 – JAN 2013
Protoprism | Marketing • Graphics • Web Design | Brea, CA

- Enhanced clients' brand presence by implementing innovative digital strategies, driving visitors to website, page hit acquisition.
- Led multichannel marketing campaigns, designed visually compelling materials, and produced over 100 HTML pages, significantly increasing client visibility and engagement.

User Interface Design Developer JAN 2004 – DEC 2006
Microsoft Research Asia | Beijing, China

- Defined UI/UX requirements and crafted user stories based on research insights, guiding product development to enhance usability and engagement.
- Managed end-to-end UI/UX projects, coordinating with Microsoft HQ in Redmond, Washington, and technical teams to implement solutions that improved interface efficiency and boosted user engagement by 25%.
- Led usability testing with diverse user groups, refining design elements to enhance user experience and developing a carousel-based design system that reduced software operation times by 30%.

EDUCATION

Web Design/IT — Certificate in Web Design Graduated NOV 2010
Fullerton College | Fullerton, CA

Industrial Design — Bachelor of Science Graduated AUG 2003
Art Center College of Design | Pasadena, CA

SKILLS

Adobe Photoshop	HTML	Art Direction	Integrated Marketing	Project Management
Adobe Illustrator	CSS	Typography	Presentation Creation	Content Management Systems
Adobe Dreamweaver	JavaScript	Visual Communication	Graphic Design	Product Development
Microsoft Office	AI	Branding	User Interface (UI)	Website Management

Languages

English — Fluent (speaking, reading, writing)

Mandarin Chinese — Fluent (speaking, reading, writing)