

# AVI WU NORTON

SR. GRAPHIC + DIGITAL DESIGNER

310-866-6292  
aviwu13@gmail.com

www.aviwu.com

## PROFILE

### *My point of view, and a few thoughts on graphic + digital design:*

Designing, for me, is not just about visuals – it's about crafting seamless interactions that bring ideas and information to life. My passion for this field is fueled by the opportunity to make design more accessible and engaging for all.

Outside of design, I enjoy cooking, exploring new experiences, and spending time with my beloved dogs.

## SKILLS

With many years of experience in graphic and digital design, I am a skilled professional with expertise in Adobe Creative Suite, user-centric design, and brand development. I excel in all digital platforms, web design, print materials, and motion graphics. I am a problem solving creative with insight into all phases of brand projects, from ideation to production to implementation. My commitment to staying current with design trends ensures the delivery of compelling solutions.

Software that I'm familiar with:

- Photoshop
- Illustrator
- InDesign
- After Effect/Premiere Pro
- Lightroom
- Figma
- Canva
- HTML & CSS in VS Code

- \* I have experience with various prototyping tools, focusing on my favorites to avoid an exhaustive list. If you utilize a different prototyping tool that aligns with your established workflow, I am open to learning it. Just wanted to focus on my favorites to avoid an exhaustive list.

## WORK EXPERIENCE

### **Liquid I.V., Los Angeles, CA**

2022 - Present

Digital Designer - Full Time

- Conceptualized and implemented innovative design strategies for digital media, including advertisements, emails, social media content, etc.
- Designed and created assets for social media platforms, including static and animated graphics, GIFs, etc.
- Led and assisted in projects for the creative and video teams, contributing to the development of content and brand ideas.
- Designed and executed visually compelling marketing campaigns, resulting in a 20% increase in brand visibility and engagement.
- Managed end-to-end design projects from concept to delivery, overseeing timelines, and quality control.
- Conducted post-campaign analysis to measure effectiveness and provided recommendations for future improvements.
- Collaborated with cross-functional teams (marketing, copywriting, development, video) to deliver high-quality designs within tight deadlines.
- Achieved a \$16.5M revenue milestone for the Prime Day 2023 campaign.

### **California Pup LLC.**

2021 - Present

Owner of California Pup

- Founded and established a successful dog accessories business from the ground up.
- Directed all aspects of business operations, including strategic planning, financial management, marketing, sales, Shopify, customer service, design, and website management.
- Handmade and created original prints for the shop, offering unique items that align with the brand's voice.
- Achieved consistent year-over-year revenue growth.
- Developed and executed effective marketing and branding strategies, resulting in increased market share and brand recognition.
- Created an influencer program and community to boost advertising and increase sales.
- Seen in the February 2022 issue of British Vogue magazine.
- Instagram account @californiapup\_

### **Amway, Ada, MI**

2021 - 2021

Contract Social Media Designer

- Developed creative social content, including graphic design and video editing, for Amway's global channels and affiliate platforms.
- Contributed to editorial planning and implemented design skills to bring Amway's social content strategies to life.

### **Ruggable LLC., Los Angeles, CA**

2019 - 2020

Graphic + Digital Designer - Full Time

- Led a 3-person team in creating rug and digital designs for 700+ styles.
- Managed print and color correction for rugs, integrating them with digital displays.
- Designed print and digital labels for all products.
- Trained and supported teammates for improved efficiency.
- Created pillow mockups for www.ruggable.com

### **Alani Nutrition, Louisville, KY**

2018 - 2018

Graphic + Digital Designer - Freelance

- Communicate with clients to ensure visual concepts are within standard
- Create proposals and contracts for different design projects
- Conceptualized new designs for marketing material and ads for social media