



## Experience

*Jeff Tsang is a design professional with over 5 years of experience at the NYC creative firm ASD Labs, serving as both art director & senior graphic designer.*



### IDENTITY & PRINT

Create/update stationery systems and printed materials.

### WEBSITE DESIGN

Design multi-use websites for a myriad of client/audience types

### UI & APPLICATION

Design interfaces and icons for web and mobile applications.

### BRANDING

Work with clients to create new brands and update existing ones.

## Notable Projects

### LEAD VITALS

#### Technology

Created brand and identity for advance lead generation firm. Designed sophisticated website experience for them.

### DOYLE FUND MANAGEMENT

#### Finance

Branded and redesigned identity for Macro-strategy hedge fund. Designed identity, collateral, and client facing documents.

### PROVEN HEALTHCARE SOLUTIONS

#### Healthcare

Created unique marketing campaign and materials for hospital mgmt. firm. A core member in UI redesign for flagship application. Designed website and updated brand materials.

## Technical Skill Set



- Vector
- Pixel
- Layout
- Typography

### ADOBE ILLUSTRATOR

Broad knowledge and experience in using vector tools for print, web, and illustration projects.

### ADOBE PHOTOSHOP

Significant experience in the area of image manipulation, website design, and visual illustrations.

### ADOBE INDESIGN

Experienced in laying out multi-page documents and creating easy to use collateral templates.

### WORD & POWERPOINT

Experienced in creating unique stationery and presentations through unique templates & styles.

### HTML & CSS

Understands basic HTML & CSS syntax, and structure. Main code knowledge in web typography.

### MAC

### WINDOWS

Primarily a Macintosh user with Windows experience.

## Education

### THE CITY COLLEGE OF NEW YORK

BFA - Electronic Design & Multimedia 2008  
Summa Cum Laude

## About the Designer

Jeff's design philosophy is to take your passion seriously. The sense of play and wonder that designers put into their work correlates directly to what the clients and audience will experience emotionally.