

TING TING HUANG

Senior Marketing Design Lead | Creative Strategy & Business Growth

Email : Tingtinghuang22@gmail.com Mobile: 0987-388-646 Portfolio: www.tingtinghuang.com

PROFESSIONAL EXPERIENCE

Senior Marketing Designer | Melaleuca Inc. Taiwan | Taipei, Taiwan | Jan 2019 – Present

- **Global-to-Local Brand Strategy:** Spearheaded the APAC website rebrand, successfully localizing the U.S. global UI/UX framework for 8 key markets (including Japan, Korea, and Taiwan). Balanced global brand consistency with local user needs.
- **Data-Driven Performance:** Achieved the highest performance metrics globally for the AUNZ region—securing an 85% Satisfaction Score and 97.1% in Web Orders—by optimizing website graphics and communication flows based on user feedback.
- **Design Systems & Leadership:** Implemented comprehensive branding guidelines and templates; provided supervision and training to fellow designers to ensure strict adherence to new global design protocols.
- **Campaign Optimization:** Executed promotional email campaigns, leveraging performance data to continuously refine visual elements, resulting in increased engagement and conversion rates.

Graphic Supervisor | Costco Wholesale Taiwan, Ltd. | Taipei, Taiwan | Sep 2016 – Aug 2018

- **Experimentation & A/B Testing:** Partnered with marketing teams to design and execute data-driven A/B tests for email campaigns and landing pages. Used analytics reports to iterate on designs, significantly optimizing campaign effectiveness.
- **Website Overhaul & Growth:** Led the end-to-end visual design and UI/UX localization for the new Costco Taiwan website. Successfully adapted the U.S. framework to align with Taiwanese user behaviors. These initiatives contributed to a 40% growth in membership.
- **Cross-Functional Collaboration:** Collaborated with global UI/UX experts, system engineers, and executive management to present high-fidelity prototypes and define user journeys, securing final stakeholder approval.
- **Team Supervision:** Directed a 3-member design team in creating all supporting platform assets, ensuring high-quality output for website graphics, warehouse posters, and booth designs.

Design Leader | EYES Group (Previously Eyescream) | Taipei, Taiwan | Mar 2016 – Sep 2016

- **0-to-1 Brand Building:** Spearheaded the complete visual rebranding for "Poly Lulu," establishing a new brand identity, visual guidelines, and website presence from the ground up.
- **Mentorship:** Mentored junior designers in content management and visual design best

practices, elevating overall team skill levels and output quality.

Graphic Designer / Marketing Specialist | CBRE | Taipei, Taiwan | Jun 2015 – Sep 2015

- **Agile Collaboration:** Facilitated Sprint planning meetings to align global design and sales teams, improving project timelines and fostering successful cross-functional collaboration.
- **Corporate Communications:** Produced high-stakes marketing collateral, including annual reports and sales presentations, to support business development initiatives.

Design Leader | Antec Inc. | Taipei, Taiwan | Jun 2014 – Jun 2015

- **Product Launch Success:** Directed the visual strategy for new product introductions in the region, leading to a 30% revenue increase post-launch.
- **Integrated Marketing:** Implemented digital marketing strategies (SEO, social media) to elevate online presence. Conducted market research to identify regional trends and growth opportunities.

Graphic Designer | Supermicro Inc. | San Jose, CA | Feb 2014 – Feb 2015

- **Technical & Cross-Functional Collaboration:** Collaborated with Product Managers, Marketing Directors, and FAEs to design and develop technical marketing collateral, including complex product specifications and manual books.
- **Digital Asset Management:** Managed the lifecycle of key digital assets, overseeing website updates (banners, event info, product listings) and designing high-volume product email campaigns.

Graphic / Marketing Specialist | IBASE Technology | Sunnyvale, CA | May 2008 – Feb 2012

- **Digital Presence & SEO:** Managed company website updates and handled SEO campaigns, optimizing web content to improve search engine rankings and organic traffic.
- **Marketing Collateral:** Created comprehensive sales guides and tradeshow materials, enhancing brand visibility in the B2B market.

Graphic Designer Associate | DMY Berlin | Berlin, Germany | Mar 2010 – Jun 2010

- **Global Event Design:** Designed essential festival navigation materials, including catalogs and show maps, distributed to a global audience of attendees and design professionals.
- **Digital Branding:** Created captivating digital assets such as online promotional banners and digital show badges, ensuring high-visibility branding for the annual festival.

EDUCATION

2005-2008

Bachelor Degree Digital Graphics **California State University - East Bay**