



Savandy Pen • Visual Designer • Torrance CA • 562.394.3250

Email

savandypen@gmail.com

Portfolio

savandypen.com

Education

Cal Poly Pomona

Pomona, CA

- BFA in Graphic Design
- Minor in Marketing Mgmt

Skills

Typography

Composition

Creative Thinking

Brand & Identity

Social Media

Print Knowledge

Email Design

Basic HTML

Software

Figma

Adobe CC

- Photoshop
- Illustrator
- InDesign
- After Effects

Microsoft Office

G Suite

Asana

Mailchimp

Klaviyo

Shopify

Industry

E-commerce

- Beauty/Fashion

Recommerce

- Marketplace

Work Experience

Visual Designer II • OfferUp

Bellevue, WA (Remote) | Jun 2022 - Present

- Digital design
 - Editorial emails, social, web images & illustrative visuals, & modals
 - Paid & house ads (static and video)
- Collaborate with UX design team
- B2B (interactive) one sheets
- Banners for print & web
- T-shirts, stickers, etc for internal organization

Graphic Designer • Lilly Lashes

El Segundo, CA (Hybrid) | Aug 2020 - Jun 2022

- Creative digital assets
 - Email blasts, social assets, web banners, paid ads, text graphics, homepage takeovers, landing pages to send off to developer
- Created structural SOP on Asana to organize an effective workflow for the team to view and utilize (templates, forms, etc)
- Print collateral
 - PR cards, mailers, gifting items for print
- Photo editing (manipulation) & resizing
 - Created step by step photos, added text overlay on images for wholesale retailers and/or dot-com

Lead Graphic Designer • Impressions Vanity Company

Irvine, CA | Sep 2017 - Aug 2020

- Onboarded & managed creative interns team
- Email blasts, website, and social promotional assets
 - Designed from start to finish — shoot, edit, and design!
- Print collateral for events: BeautyCon, IMATS, Phame LA, CosmoProf, & more.
 - Variation of signage (sale sheets, TV reels, etc), flyers, posters, vouchers, gift cards, planogram, step & repeats

Graphic Artist • Health & Wellness (Cal Poly Pomona)

Pomona, CA | Aug 2016 - Jul 2017

- Designed for promotional/informative events & services
 - Illustrative social media posts, posters, banners, monitor displays, print, & other graphic necessities