

## MAVIS WAI-YEE SIZTO

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<http://www.msiztodesigns.com>

### GRAPHIC DESIGN

Creative Senior Graphic Design Specialist with over 16 years' experience in the management of the complete design process from inception to production. Conceptualizes and develops engaging and innovative digital and print designs. Highly adept at visual strategy, layout development, branding, narrative presentations, print and new media promotion with eye for detail. Excellent communication and interpersonal skills with demonstrated success working in collaborative environments and providing leadership to design and production teams. Well organized and able to meet goals while being flexible and adapting to constantly changing priorities in a fast-paced environment. Manages and delivers projects on time and with impeccable quality for organization to achieve business growth goals through forward-thinking graphic designs and strategies.

### TECHNICAL PROFICIENCIES

- Adobe Creative Cloud, including Illustrator and Photoshop
- Sketch, InVision, Dreamweaver, Flash
- Mac OS, Microsoft Office Suite
- Fluent in English, Cantonese, Mandarin



### PROFESSIONAL EXPERIENCE

#### Freelance Designer

*Jan 2017-Current*

- Fulfilled the graphics needs of several clients, including those in the high-tech and hardware spaces, by executing website design, photo taking and editing, tradeshow booth designs, graphics for executive and board presentations, new product logos and other projects as requested.
- Responded to the needs of many cross-functional groups, including marketing, human resources, engineering, sales, and others in multiple counties, ensuring the highest degree of satisfaction with the final product on strict deadlines.
- Managed many complex design projects from ideation to production, starting with understanding the client's needs, prepare several concepts for review by various stakeholders and coordination with external printshops, ensuring that the sizing and color is as expected.
- Create presentations and graphics for customers and executives that tell the story of how the products are created and how they interact with one another.

#### Sync Design Inc. (E&E Co., Ltd), Fremont, CA

*June 2016 - Dec 2016*

#### Senior Graphic Designer

- Worked closely with the creative director to implement new initiatives and launch new products or packaging designs for trade shows, which attracted new customers and generated new business.
- Owned design deliverables for a wide array of projects including packaging, inserts, signage and catalogues. Provided creative input to design team, including recommendations on design direction, production and deliverables.
- Coordinated video, photo shoots and scenery set-ups to ensure the products are perfectly highlighted and maintains branding consistency across products.
- Collaborated with cross-functional teams such as marketing, sales and production to exceed client expectations.

## **Specialized Bicycle Components, Morgan Hill, CA**

2008 - 2016

### Senior Graphic Designer

- Defined and owned design deliverables for a wide array of projects and products including bikes, helmets, jerseys, t-shirts and components.
- Designed and create layouts for brochures, press kits, displays, and packaging for all Specialized Bicycle products. Ensured design consistency and brand identity across all projects.
- Supervised and approved the creation of production files to ensure the final product was visually stunning and error-free.
- Worked closely and collaborated cross-functionally with engineers, product managers, team members and global production facilities.
- Managed and delivered all aspects of production from graphic, line planning, color selection, sizing and approval.
- Participated in the recruitment process for new designers from interviewing and training to mentoring and overseeing work so new employees could achieve a high level of productivity and quality in design.
- Determined graphic and color directions based on trends and demand to deliver highly profitable products and a style guide.

## **Lussori & Vialuxe, San Jose, CA**

2005 - 2008

### Graphic Web Design

- Redesigned the company's webpage layout and designed exciting promotional ads, which increased web site traffic and generated new business.
- Increased sales through developing and editing highly stylized retouched digital images that highlighted the best features of the product.
- Designed email newsletter and marketing material to promote featured products.
- Redesigned the layout of seasonal promotional ads that increased sales of timepieces and jewelry.
- Managed the company's website to ensure all images and promotions were fresh and attractive.
- Create promotional items for catalogue, brochures, and other print media attracting new customers.

## **G-UP Corporation, San Jose, CA**

2004-2005

### Graphic Designer Intern

- Designed and created graphics for product packaging.
- Photographed and retouched product photos that were utilized for packaging.

## **EDUCATION**

User Experience Design Course, General Assembly, San Francisco

Bachelors of Fine Arts, Graphic Design, San Jose State University

- Dean's Scholar San Jose State University
- Achieved a GPA of 3.8 out of 4.0

## **AWARDS**

- Achieved Best Student Work Award at the West Coast Show for brochure design
- Project selected for display - International Exchange Exhibition of Art Works by Communication Design Department (Korea)