

Kris Yap

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Photographer • Digital Media and Design • Marketing Specialist

Education

A.A.S / Digital Media and Design
College of Lake County
Grayslake, IL
August 2020-May 2023 • GPA: 3.3

B.A / Technical Communication
Illinois State University
Normal, IL
August 2016-May 2018 • GPA: 3.0

Skills

Adobe Creative Cloud

Indesign, Illustrator, Photoshop, Bridge,
Premiere Pro, Premiere Rush

Microsoft Office

Word, Powerpoint, Excel

Email Marketing

Mailchimp

Google Applications

Google Analytics, G-Suite

Project Management

Slack, Asana

Website Design

Adobe Dreamweaver, Adobe XD,

WordPress, Squarespace

Digital Photography/Videography

(Canon-Nikon-Sony) Products,

Experience

RTS Consulting and Web Design

Creative/Account Manager • July 2022 - Present

- Consistently communicate with existing clients, keeping them updated on services provided, and setting proper expectations.
- Created newsletters, flyers, and other creative communication pieces for the company and clients.
- Worked with development team for quality assurance testing on client websites.
- Maintained updated knowledge of new and emerging industry trends and technology daily and monthly responsibilities.
- Worked quickly and carefully to complete small edits requested by clients, developed plans for completing larger projects, collaborate with colleagues, and suggest new solutions to improve existing services.

Web Design Intern • July 2022 - May 2023

- Designed layouts for desktop devices.
- Created branding and identity systems for websites and other media.
- Designed graphics, icons, and logos.
- Designed custom WordPress themes.
- Worked with developers to implement visual elements of websites.

Self Employed

Freelance Photographer/Digital Media and Design • August 2020 - Present

- Worked closely with clients and colleagues to produce high quality photographic images.
- Used different editing techniques to enhance photographs as required.
- Recommended creative ideas to exceed expectations of goals and objectives.
- Operated various photographic equipment such as DSLR or Mirrorless cameras, and lighting.
- Archived photographic images and maintained database.

Lordahl Manufacturing

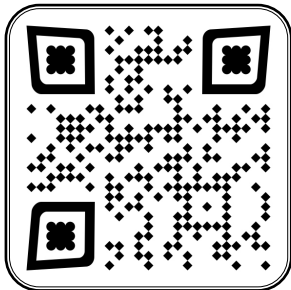
Graphic/Catalogue Designer (Contractor) • April 2023 - May 2023

- Ensured final graphics and layouts are visually appealing and on-brand.
- Tested graphic work across various media.
- Worked with copywriters and creative director to produce final designs.
- Conceptualized visuals based on requirements.
- Scheduled projects and defined budget constraints.

College of Lake County (Career and Job Placement Center)

Graphic Design Intern • January 2021 - June 2022

- Created numerous print and digital materials for the College of Lake County's Career and Job Placement Center (CJPC).
- Determined style, size, and arrangement of illustrations, information, and graphics.
- Produced promotional materials while maintaining brand standards.
- Managed multiple projects at a given time while under pressure to meet weekly deadlines.
- Communicate and coordinate with colleagues to execute marketing initiatives.



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