

# SUSAN THAI

## Web Designer

W [www.susanthai.com](http://www.susanthai.com)

E [sst.susant@gmail.com](mailto:sst.susant@gmail.com)

### SOFTWARE & APPLICATIONS

#### **Adobe Creative Cloud:**

Photoshop, Illustrator, InDesign,  
Dreamweaver, Lightroom,  
Premier Pro, After Effects, XD, Spark

#### **Other Applications:**

UXPin, Asana, Slack, Trello, Webflow,  
Facebook Ads Manager, Shopify, Hotjar,  
Google Analytics, Hootsuite, Sendgrid

### SKILLS

Photography, Videography, Hand-lettering,  
Working knowledge of HTML & CSS,  
Digital marketing (content creation and analytics)

### EDUCATION

**April 2019**

**University of North Florida**

BFA with a Concentration in  
Graphic Design and Digital Media  
Overall GPA 3.68

### EXPERIENCE

**August 2019 - March 2020**

**Reform Beauty**

**Neptune Beach, FL | Graphic Designer / Digital Marketer**

Designed and maintained Shopify online store

Produced data-driven marketing content for social media  
and Facebook ads

Quickly learned and utilized new skills for varying tasks such  
as digital marketing and analytics

**August 2018 - August 2019**

**John A. Delaney Student Union at UNF**

**Jacksonville, FL | Student Graphic Designer / Videographer**

Designed flyers and posters for event promotion

Collaborated with marketing team to create  
consistent branding for our social media content

Filmed and edited videos of events for social media

**August 2018 - May 2019**

**Coggin College of Business at UNF**

**Jacksonville, FL | Student Graphic Designer**

Collaborated with department leaders to promote  
internet advertising and environmental graphics

Designed on and off campus promotional event  
collateral related to the Coggin College of Business

Re-designed web banners on department website  
for College of Business programs

Managed and created social media posts based on  
data collected from social insights