

# Su-Hui Chu

## Senior Graphic + Web Designer & Brand Creator

Creative professional with 10+ years of experience in design & marketing. Shaping and developing brands through user-focused, strategic designs to engage, inspire and drive profitable conversion with the target audience.



## Freelance Designer, [suhuichu.com](https://suhuichu.com)

Remote | Sept 2022 - Present | Ottawa, Canada / Remote

- Lead brand development and rebranding initiatives for multiple clients, creating net new logos and visual identities that align with business goals and resonate with target audiences, resulting in increased brand recognition and engagement.
- Collaborate closely with marketing, product, and content teams to develop cohesive design strategies and digital assets for campaigns, ensuring alignment with business goals and enhancing user engagement across web and digital platforms.
- Advise clients on branding, marketing, and SEO strategies, helping them optimize their online presence and drive conversions, resulting in a measurable impact on traffic and brand recognition.
- Manage multiple design projects concurrently, delivering high-quality work on time while maintaining a focus on aesthetics, usability, and consistency across platforms, contributing to improved customer retention and satisfaction.

## Senior Graphic Designer

Tehama Inc. | Sept 2016 - Present | Ottawa, Canada / Remote

- Earned 3 promotions based on exceptional performance and design skills to expand role into multiple areas of impact, including UI, branding, website design, marketing and graphic design.
- Designed, built, and launched company name, logo, and pilot WordPress website by following standard UX design process of Understanding, Research, Analytics, Design, and Testing.
- Spearheaded a brand audit and website update in 2021 as the Lead Visual Designer for a global team of 8, achieving a 90% technical SEO score and boosting inbound conversion by 88% and traffic by 92%. [See project brief →](#)
- Produce all web landing pages and forms (initial concept, wireframes, mockups, online implementation), growing the site from 12 pages to 50+ & incorporating interactive campaigns, resources portal and blog for better lead generation.
- Commandeered the partner marketing initiative to incorporate a new partner landing page and partner portal with toolkit & all marketing assets, securing 15 new partnerships in the first quarter & growing social audience by 56%. [See Partner Page →](#)
- Create highly effective designs for digital marketing campaigns, on-site events, interactive experiences, and corporate collateral, increasing impressions by 36% and conversion by 67% from 2021 to 2022.
- Leverage CEO's social profile to create branded content to engage followers as a new, free strategy of marketing. Utilize method to drive 80%+ more engagement and reduce marketing budget.

## Skills

Art Direction

Graphic Design

Animation Design

Video Direction

Brand Identity

Web Design

UI Design

UX Design

360 Campaigns

User Personas

Iconography

Typography

Social Media

Basic HTML & CSS

## Tools

WordPress

WPEngine

Figma

Sketch

Invision

Elementor Pro

Adobe Creative Suite

Google Workspace

Microsoft 365

Slack

Wynter.com

HubSpot Marketing

Sparktoro

Google Data Studio

Google Analytics

Google Search Console

Hotjar

Upwork

[check out my portfolio at suhuichu.com](#) // [call me 613.266.9251](tel:613.266.9251) // [email me suhuui.chu.is@gmail.com](mailto:suhui.chu.is@gmail.com) // [see more testimonials →](#)