

Gai Ho

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WORK EXPERIENCE	Markerr, <i>CRE Data Analytics</i> Mar. 2021 – Present
	Senior Graphic Designer <ul style="list-style-type: none">• Support all pitch meetings to create collateral which communicates the work and company's capabilities in the best possible way• Create and establish logo and brand guidelines for new startup; Markerr• Introduce a design system for best brand practices and efficient time saving implementations• Produce high-quality UX designs using wireframes, flow diagrams, graphic and visual design, sitemaps, prototypes, and storyboards
	Self-Employed Jul. 2017 – Present
	Freelance Graphic Designer <ul style="list-style-type: none">• Work with clients in various industries including Food & Beverage, Consulting, and Real Estate• Assemble and define requirements, establish scope, and manage project milestones to achieve 100% customer satisfaction• Develop numerous marketing assets (logos, business cards, social media posting, menu designs, and signage), guaranteeing to exceed the expectations of my clients
	7Park Data, <i>Data Analytics</i> Jul. 2019 – Mar. 2021
	Senior Graphic Designer <ul style="list-style-type: none">• Developed on brand, compelling dashboards and reports to track key performance indicators (KPI's), identify trends, and insights• Developed style guides, design systems, design patterns and attractive user interfaces• Implemented brand guidelines and processes to reduce visual development time by up to ~70%• Completed over 640 requests with 42% same day completion rate for year 2020• Created 'Beacon' by 7Park brand and guidelines for our highly valued insight reports
	Hazen and Sawyer, <i>Water and Environmental Engineering</i> Apr. 2014 – Jul. 2019
	Principal Graphic Designer <ul style="list-style-type: none">• Designed numerous winning client presentation for multi-million dollar projects within the USA• Met review and submission deadlines while working in a high-pressure environment• Assisted in corporate re-branding to ensure consistency and advance proposal efforts• Initiated and designed complex and clean creative infographics, figures, charts, maps, and presentations based on project and proposal needs

EDUCATION	Baruch College, CUNY Sept. 2011 – Dec. 2014
	Bachelors of Business Administration in Advertising Marketing Major GPA: 3.5/4.0
	• Graphic Arts Minor

LEADERSHIP EXPERIENCE	Advertising Design Society Jan. 2013 – May 2014
	President and Co-Founder
	United Chinese Language Association Jan. 2012 – May 2014
	Vice President (1 year) Co-Chair of Marketing (1 year)

INTERESTS & HOBBIES	Social Media To brand myself, collect data, and manage relationships
	Handball & Basketball To make every shot count

SKILLS	Adobe XD, Photoshop, InDesign, Illustrator, Camtasia, Google Slides, PowerPoint, Hubspot, Figma, Sqaurespace, Wordpress, Wix, Print Production, Microsoft Word, Excel (Basic)
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LANGUAGE	English (Fluent) and Cantonese (Conversational)
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