

George Hu

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About Me: As a professional web/graphic/interactive designer, I have been producing creatives for marketing campaigns for over 7 years. With my passion in graphic arts and knowledge in programming, I strive to successfully combine the creative with the technical.



Experience

INTERACTIVE DESIGNER / OWNER

Particle 1 Media, LLC (www.particle1media.com)

April 2010—Present

My company was launched in an effort to produce effective & scalable websites and educate clients on best marketing practices. As the designer and developer, my responsibility is to ensure the proper technology is implemented to each website.

- Design/Produce Websites in XHTML/CSS, PHP, and Flash.
- Develop marketing strategy for utilizing websites as a marketing tool.
- Consult with clients on best SEO practices.

CONTRACT ART DIRECTOR

Off Base Productions (www.offbaseproductions.com)

June 2009—April 2010

As the contracting art director, I developed officially licensed products for clients such as: Sony, Capcom, Namco, Square Enix, Tecmo, Hudson Entertainment, Sega, LucasArts and more.

- Developed web architecture, user interface, and user experience.
- Created Flash-based products for product marketing.
- Designed/Produced print products, including: instructional manuals, strategy guides and various marketing materials.

ART DIRECTOR / LEAD DESIGNER

GamePro Media (www.gamepro.com)

September 2003—June 2009

As the art director, I led a staff of designers in conceptualizing a direction for product development in print and web based products.

- Led designers and art director in online and print products development
- User interface designer for GamePro.com. Launched August 2008
- Rebranded GamePro identity and redesigned GamePro magazine 2008
- Design and oversaw sales ad campaigns including: web banners, microsites, and custom site skinning.

Expertise

CS4: Photoshop/Illustrator/Indesign

Experience Level: Advanced [7 years]

XHTML & CSS

Experience Level: Advanced [3 years]

FLASH & ActionScript 2.0/3.0

Experience Level: Intermediate [3 years]

JavaScript/jQuery/AJAX

Experience Level: Basic [2 years]

Sony Skinny (PS3/PSP application development software)

Experience Level: Basic [6 months]

PHP

Experience Level: Basic [6 months]

Education

Academy of Art University

San Francisco, California

Graphic Design Major 2002—2005

IDG Certified Management Training

Boston, Massachusetts

Management Training 2008—2009

BAVC: Bay Area Video Coalition

San Francisco, California

Continued Software training 2007—Present

Awards & Accolades

Webby Honoree 2008

Honored for GamePro.com. Of the over 8000 entries submitted to the 14th Annual Webby Awards, fewer than 15% were distinguished as an Official Honoree. This honor signifies an outstanding caliber of work. Read more at: www.georgehu.com/webby.html