



STEVEN LAO | GRAPHIC DESIGN

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WORK EXPERIENCE

Freelance

New York, NY : June 2009–Present

The Mixx

New York, NY : Jan 2007–May 2009

BorsaWallace, Inc.

New York, NY : Nov 2005–Dec 2006

Association of Texas Professional Educators

Austin, TX : May 2004–Aug 2005

Jolly Design

Austin, TX : Sept 2002–Nov 2003

PROJECT CAPABILITIES

Branding and Identity

Stationery Design

Brochures

Advertising

Mobile App Design

Digital Tablet Design

Websites and Banners

User Experience

Packaging

Environmental Graphics

Signage

Editorial Layout

Poster Design

TECHNICAL KNOWLEDGE

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Acrobat

Adobe Flash

Adobe Dreamweaver

Microsoft Office

Mac OS X

EDUCATION

Texas Tech University

Lubbock, TX

Major: Design Communication

Graduated: May 2002

FREELANCE CLIENTS

BBDO

Conde Nast

DDB

DDB - Tribal

Dentsu America

Grey

Mathis & Regazzi, Attorneys at Law

Publicis

Razorfish

Smucker's

Sol Acting Academy

Visit Films

BRAND EXPERIENCE

Akron Art Museum

Bon Appétit Magazine

Cadillac

Campbell's Soup

Columbia University

Crest

Dell Computer

E. & J. Gallo Winery

EMC

Ford Motors

GE

Johnson & Johnson

Madison Square Garden

Mercedes Benz

Mothers Against Drunk Driving

National Football League

Pantene

Perot Systems

Radio City Music Hall

Reed Krakoff (Coach Leatherware)

Sephora

Starbucks

State Farm

Top of the Rock Observation Deck