



## EDNA ZAYURI FENG ILLUSTRATION | DESIGN

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### PROGRAMS & SKILLS

Adobe Photoshop	Adobe After Effects
Adobe Indesign	Art Direction
Adobe Illustrator	UI/UX
Adobe XD	Branding Systems
Figma	Wireframing
Invision	Prototypes
Asana	Spanish
Slack	Typography
Microsoft Teams	Craft
Email Design / Pardot	Caldera

### EDUCATION

**Texas State University | San Marcos, TX**  
BFA in Communication Design

**Southern Methodist University | Dallas, TX**  
Major: Graphic Design

### EXPERIENCE

#### **ECI Software Solutions | Ft Worth, TX**

*Web Designer / UI/UX Designer*  
Mar 2020 to Current

Designed wireframes for UI / UX prototypes to meet (B2B) business requirements, explained rationale behind the UX flows and refined asset development for developer handoff. Collaborated with developers, and SEO analysts to improve click through rate and to obtain better user experience. Incorporated brand guidelines, including new re-brand designs on desktop and mobile sites to enhance responsive layouts. Participated in bi-weekly Scrum project meetings with team for design brainstorming and feedback through Asana and Go-To-Meeting.

#### **DriveAds | Dallas, TX**

*Creative Director*  
Feb 2019 to Mar 2020

Designed informational print collateral including pamphlets, flyers, and business cards. Created digital ads for Facebook and social media accounts. Updated presentation design as well as managed print production - spoke with clients, prepared print files through Caldera, printing, laminating, plotting and printer troubleshooting.

#### **Indyfin | Dallas, TX**

*Freelance Illustrator*  
Feb 2019 to June 2019

Created illustrations on financial scenarios for their website's blog. Illustrated complex concepts for social media posts.

#### **Scribbler | Dallas, TX**

*Visual Designer / UI Designer*  
Jan 2019 to May 2019

Produced eye-catching designs for a variety of consumer products that stayed consistent with company's brand identity. Built wireframes and oversaw general UI for their website's blog.

#### **DisruptED | Austin, TX / Remote**

*Visual Designer / UI Designer*  
June 2017 to Current

Maintained a brand identity consistent across all platforms - digital & print. Researched, managed and designed content on children's activity pages. Assisted with side illustrations. Developed branding identity for packaging design and its printed content. Collaborated with brand strategist to create social media graphics. Built wireframes for app, designed screens and developed prototypes on Invision.

#### **Southwest Key Programs | Austin, TX**

*Contract / Freelance Designer*  
Oct 2017 to Nov 2017 | Feb 2018 to Sept 2018

Headed the branding system for their Fall Fest flyer including print and digital ads. Designed a yearly calendar. Developed bilingual content. Designed & illustrated Holiday posters.

### ACTIVITIES

#### **Paper Trail | San Antonio, TX**

*July 2019*

Through a competitive evaluation process, chosen to participate in art tabling sales - digital prints, stickers, zines and screen prints

#### **disruptED & General Assembly Collaboration | Austin, TX**

*March 2019*

Helped General Assembly team create UI screens for disruptED over Figma

#### **After Hours - Canvas Battle | Austin, TX**

*November 2017*

Competed in Canvas Battle - Live painting at AIGA Austin event; a poster party for creative expression, part curated poster show, and part nonprofit fundraiser.

#### **Designer for Korean Culture Club | San Marcos, TX**

*2015-2016*

Designed t-shirts and print deliverables for events

#### **President, VP, Treasurer of Hermandad de Sigma Iota Alpha Inc. | San Marcos, TX**

*2014-2016*

Handled multiple positions, led & organized chapter meetings and managed financial matters