

Dora WEI DING

Bay Area, CA
415-781-9958

Portfolio: www.doradw.com
doradw@outlook.com

Creative graphic designer with extensive experience in animation and marketing design. Skilled in crafting visually engaging deliverables that enhance brand initiatives and communicate messages effectively. Proven ability to manage projects from concept through to completion, ensuring quality and alignment with brand values.

EDUCATION

MA, Animation & Visual Effects | Academy of Art University, San Francisco, CA | 2015-2018

BFA, Animation & Digital Art | Communication University of China, Beijing, China | 2011-2015

EXPERIENCE

Graphic Designer II, Stanford University, Nov 2021- Current, Stanford, CA

- Designed and launched 100+ email campaigns featuring dynamic motion banner elements, boosting user engagement and email presentation.
- Developed and executed monthly marketing strategies for Stanford Technology Training, including ads and announcements across various platforms and publications.
- Created visually compelling presentations, websites, slides, and videos to enhance course materials and drive engagement.
- Collaborated with cross-functional team to ensure program success.

Designer, Freelance, Mar 2019 - Oct 2021, Bay Area, CA

- Produced custom artworks and commercial graphics for brochures, banners, posters, and signage, tailored to client specifications.

Marketing Designer, HYSTA SVC, July 2018 - Feb 2019, Santa Clara, CA

- Designed marketing graphics, presentations, and campaigns (digital/print) in collaboration with marketing and sales teams to align with business goals.
- Managed social media platforms (Facebook, LinkedIn, Twitter) to increase client engagement and build lasting relationships.

SKILLS

- Graphic Design, Motion/Animation, Website Design, Marketing Strategy/Branding
- Tools: Adobe Creative Suite (PS, AI, ID, AE, PR), Keynote, Powerpoint, Canva...
- Open to learn other design tools, especially how AI influences design workflows.