

# :): Denise Seto

[www.halfhaven.com](http://www.halfhaven.com)

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## EXPERIENCE

### Graphic Web Designer, Green E-Tech Systems

February 2023 - February 2023

- Collaborated with the marketing team to develop visual assets, such as email campaigns, social media visuals, packaging, and marketing visuals. Developing these assets establishes a wider market for the brand but also to keep current audience invested
- Simplifying designer terminology to better collaborate with a team of non designers; making our process more streamlined and communication more efficient
- Creating designs under a fast-pace work environment and as their only designer; with my efficiency in making changes to designs and other assets, the company grows bigger in investors and consumers

### Marketing Graphic Designer, Purlisse Beauty LLC

August 2022 - December 2022

- Collaborated with the marketing team to develop visual assets, such as email campaigns, social media visuals, packaging, and marketing visuals. Developing these assets establishes a wider market for the brand but also to keep current audience invested
- Simplifying designer terminology to better collaborate with a team of non designers; making our process more streamlined and communication more efficient
- Creating designs under a fast-pace work environment and as their only designer; with my efficiency in making changes to designs and other assets, the company grows bigger in investors and consumers

### Creative Strategist/Designer, OriginalShit

March 2022 - June 2022

- Collaborated with our team and owner to create graphics and visuals for apparel; making clothing that can help people feel confident in :)
- Worked alongside with the motion designer to offer feedback, this caters to giving the audience the best experience there is to have by making sure we're sending out the best version of our content

### Creative Strategist/Designer, Intersect LA

November 2020 - May 2022

- Designed alongside a team of designers, illustrators, CTVA workers, web designers, and marketing workers
- Planned various team bonding events to help create better communication within the team and increase productivity
- Managed multiple clients and guiding team members along the way by setting up deadlines for when content was do
- Managed multiple clients and guided team members along the way by setting up deadlines for when brand design elements were do and establishing times wed meet with clients for feedback

### Apparel Designer, Senryu Taiko

December 2020 - March 2021

- Designing alongside costume manager of this Japanese Drum Team in order to create clothing that expresses the team as a group of individuals with different stories
- Enjoyed seeing the team smile and look in awe at the design created :)

Los Angeles,  
CA 90031  
**(323) 350-0678**

## SKILLSET

Illustrator  
InDesign  
XD  
Photoshop  
Dimensions  
Procreate  
Klaviyo  
Tagline Writer

## EDUCATION

Bachelor of  
Arts,  
California State  
University of  
Northridge

August 2018 -  
May 2022

## LANGUAGES

English  
Cantonese