

Resume

OBJECTIVE: Senior position with US and international professional experience of Art Director, web designer/developer, Sr. Graphics Designer, Project Manager, Illustrator, in Digital imaging, both of print and electronic New Media. Bilingual in English/Chinese.

KAIRONG FENG

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- MFA Degree in Fine Art with honors, The George Washington University

- Six years of Digital Creative Graphics and four years Web developing; provide infrastructure and integration support in art direction and front end design for external or internal web site.

- Successful Art Director, Sr. Graphic Designer, Coordinator in management institute(cross functional teams) with achievement in a government agency and professional corporation. Three years in professional technological & scientific Magazine for Urban Planning and Design. Plus more than five years for many Urban Planning and Design projects(millions and up, involved in overall, conceptual planning and management), presentations, exhibitions, with using variety of media and from communicating artistic and Technological and scientific information and conceptual ideas through visual means.

^^ Open to US & international travel and/or relocation

^^ Fluent in English, Chinese, Mandarin

COMPUTER TECHNICAL/SKILLS [4-10 Years]

Web Page Design and Internet Communication:

• HTML • CSS • DHTML • Delta Point Quick Site • Flash • Netscape Communicator • Internet Explorer • BB Edit, Hot Metal • Adobe Acrobat • GIFbuilder • web animation, editing & publishing programs • Javascript • Dreamweaver

Graphics & Multimedia, Scanning and Prepress applications:

Interactive experience with the following of:

• Adobe Illustrator • Adobe Photoshop • Factual Design Painter • Quark Express, • Pagemaker • Freehand • Ofoto • Microtek Color, B&W

Some experience with Knowledge of:

• After Effects, • Director, • Live Picture, • Streamline, • Adobe Dimensions, etc.

Hardware:

Macintosh IICI, PowerMac, PowerPC, IBM, Powerbook, Microtek Scanner, Desktop Scanner, Ink Jet & Laser Printer, Modem, CD ROM

Functions and Duties:

responsible for completes and presents the comprehensive Internet/Visual Information projects. Primarily in the form of printed and web publishing with Mac OS, WINDOW 95/98/NT platforms.

RELATED EDUCATION

- Digital applicatons in Graphics and New Media, Multimedia. 1994-Present
- MFA, in - Fine Art, with honors, The George Washington University, GPA - 4.0/4.0 Washington DC USA 1995
- English EFL Level 40-45, the George Washington University, higher level grammar, comprehension, writing
- BA, in Chinese Language and Literature, Beijing Normal University, Beijing Higher Education Examination Committee GPA - 3.75/4.0 Beijing China 1986
- Fashion Design MA program qualified candidate, Central Institute of Art and Design, Beijing China
- Graphics of Architecture - course, The Qinghu University, Beijing, China
- Graphics/Urban Planning - courses, professional training, Beijing Design Institute of City Planning, Beijing China
- Economics/Philosophy - courses, training, Beijing Normal College, Liberal Arts School of Beijing City

PROFESSIONAL EXPERIENCE

- **April 1999**, STOP & SHOP INC., a professional corporation, USA
Magazine design & layout (WINDOWS 98)

- **1995-Present**, TIR NA NOG, a computer consulting and multimedia, New Media and graphics USA

Art Director/Graphics/Web Designer/Artist:

Duties and Functions: responsible for plans, designs, develops, coordinates, implements and presents the comprehensive Internet/Visual Information projects. Primarily in the form of printed publishing and web publishing.

1. GRAPHICS

—responsible in design and managing of professional graphics projects, digital retouching, imaging editing, photo editing, CD writing, New Media.

—Using programs: Photoshop, Illustrator, Freehand, Pagemaker, Quark Express, Acrobet. B&W and Color scanning programs.

—Creates: presentations, brochures, cards; book jacket design, magazines design and page layout, web graphics, interface design; poster design, digital retouching, digital imaging, in the fields of print publishing for museum, marketing, management, culture organization, events, advertising; internet

2. INTERNET, W.W.WEB - FRONT END DESIGN/ART DIRECTION

—Planning: storyboard, size, style, content and form, subject, structure, material, information resources for on-line communication.

—Prepress/graphics: creates, formats and modifies images and texts: images, logos, icons, banners; content design; content interface design, graphics interface design, structure interface design: frames, tables, forms, links, targets, logical orders, table contents, index, pagelayouts.

—Production: client side programming, HTML coding, style sheet, data applications, pages browsing, pages and functions testing with all of the elements in consideration of visualizing information.

—Implementation: Mac OS output with an UNIX database operating system and Server; updating and modifying of content.

—Using programs: HTML, Photoshop, Illustrator, GIFbuilder, CGI, BB edit, Web Animator, the other converting and editing programs.

Worked on Mac., PC; Mac OS, WINDOWS/95/98/NT; TCP/IP, PPP; GIF, JPEG, PNG, RGB, CMYK, PICT, TIFF, EPS, PDF; CD, etc. Multimedia.

- **2/1995-4/1995 AEPA**, a professional corporation, architect Engineering USA
Renderer/Translator: rendering & translating in Chinese/English. for two programs of industry and art institution.
- **9/1994-12/1994 LUKENS COMPANY**, a marketing company USA
Graphics Specialist (Intern): using Quark Express and the other digital graphics software designing layout
- **1980-1989 BEIJING DESIGN & RESEARCH INSTITUTE OF URBAN PLANNING**, Beijing China
 - 1987-1989 Art Director in publishing: with all phases in the artistically directing, design and developing visual information and contact with production and extended client contact for professional technology and art science magazine.
 - 1984-1987 Creative Director/Sr. Graphic Designer in presentation & exhibition: achievement in design and creating graphics artwork, editing and translating primary documents for more than three major nation wide exhibitions. in Beijing
 - 1980-1985 Sr. Graphics Artist/Renderer/Urban Planner in technical, presentation, management: design, planning, coordinating of architecture, environment, landscape, municipal and engineering (millions & up projects) with the other agencies. Licensed Urban Planner, by Beijing Technology and Science Bureau. — Graphics and illustrations for presentations, technical graphics, landscape graphics.
- **Fine/Commercial Art Experience:** surveys and focuses on painting; design; fashion; color, black and white photographic techniques; creative graphics; artistic conception and critique.
- **Writer/Editor:** Writing in Chinese/English for research paper, thesis, report, proposal, etc. in China, USA
- **Research Specialist/Teaching Assistant:** of Economics and Philosophy, Liberal School of Beijing, China three years

PROFESSIONAL RECOGNITION AND HONOR

- Members: of Artists Committee of China 1987- , of Architecture Committee of Beijing 1987-
- Austrian Super Circuit 1997
- Austrian Super Circuit 1998
- Showed paintings and ceramics in 18 exhibitions in China, Hong Kong and GWU
- Received University Fellowship of the George Washington University
- Received 1992 Audrey Classman Memorial Award in Fine Arts from the George Washington University
- Received 1992 “Liquitex” Excellence in Art University Award

PORTFOLIO WEB SITES URLS

- <http://www.tellink.net/~dwstclair/> (<http://208.3.160.2/~dwstclair/>), Tir Na Nog Site
- <http://members.aol.com/krfc/community> (inthe both of English/Chinese Version Site)
Community_China Study Site
- <http://www.tellink.net/~art/> (<http://208.3.160.2/~art/>), Art & Film Festival Site