

# EDEN SU

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## Web Designer/ Graphic Designer/ WordPress Developer

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### Profile

Creative and detail-oriented Web & Graphic Designer with expertise in both digital and print design. I specialize in crafting visually engaging websites, high-fidelity prototypes, and targeted marketing campaigns that enhance brand identity and drive results. Skilled in web development and design, I thrive on solving creative challenges and delivering user-centered solutions.

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### Experience

#### *Web/Graphic Designer | WordPress Developer*

*Synergetic Media | March 2023 - Present*

Develop print and digital ads that align with brand guidelines. Create high-fidelity web prototypes and manage email marketing campaigns to boost engagement and conversions.

#### *Freelance Graphic Designer | Web Developer*

*Self-employed | Ongoing*

Design e-commerce websites with a focus on user-friendly navigation, appealing visuals, and performance optimization through WordPress themes and plugins.

#### *Web/Graphic Designer (Contract)*

*Spartan Camera | October 2023 - July 2024*

Redesigned the main brand and secondary product line websites, improving UX and visuals. Managed email campaigns that increased engagement and sales with impactful ads.

#### *Graphic Designer*

*Perdue Vision LLC / Unique Wholesale | October 2019 - March 2023*

Designed marketing materials and product ads. Led email campaigns that enhanced product visibility and customer engagement.

#### *Marketing Assistant / Junior Graphic Designer*

*The McGee Group | April 2016 - April 2017*

Supported product photography, brand photoshoots, and designed dynamic product ads and lookbook layouts, maintaining brand consistency.

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### Skills

**Web Development:** HTML, CSS, JavaScript, React.js, SQL, PHP, Python

**WordPress Development:** Elementor, Divi

**UI/UX Design:** Figma, Adobe XD, Wireframing

**Graphic Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign)

**Email Marketing & Advertising:** Mailchimp, Klaviyo  
**SEO Optimization**

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### Education

*Gwinnett Technical College*

*Web Design / Development (2020 - 2022)*

*Savannah College of Art and Design*

*M.A. Luxury & Fashion Management (2013 - 2016)*