

Su-Hui Chu

Senior Graphic + Web Designer & Brand Creator

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Creative professional with 10+ years of experience in design & marketing. Shaping and developing brands through user-focused, strategic designs to engage, inspire and drive profitable conversion with the target audience.

Freelance Designer, workwithsu.com

Remote | Sept 2023 - Present | Ottawa, Canada / Remote

- Lead brand development and rebranding initiatives for multiple clients, creating net new logos and visual identities that align with business goals and resonate with target audiences, resulting in increased brand recognition and engagement.
- Collaborate closely with marketing, product, and content teams to develop cohesive design strategies and digital assets for campaigns, ensuring alignment with business goals and enhancing user engagement across web and digital platforms.
- Advise clients on branding, marketing, and SEO strategies, helping them optimize their online presence and drive conversions, resulting in a measurable impact on traffic and brand recognition.
- Manage multiple design projects concurrently, delivering high-quality work on time while maintaining a focus on aesthetics, usability, and consistency across platforms, contributing to improved customer retention and satisfaction.

Senior Graphic Designer

Tehama Inc. | Sept 2016 - Present | Ottawa, Canada / Remote

- Earned 3 promotions based on exceptional performance and design skills to expand role into multiple areas of impact, including UI, branding, website design, marketing and graphic design.
- Designed, built, and launched company name, logo, and pilot WordPress website by following standard UX design process of Understanding, Research, Analytics, Design, and Testing.
- Spearheaded a brand audit and website update in 2021 as the Lead Visual Designer for a global team of 8, achieving a 90% technical SEO score and boosting inbound conversion by 88% and traffic by 92%. [See project brief →](#)
- Produce all web landing pages and forms (initial concept, wireframes, mockups, online implementation), growing the site from 12 pages to 50+ & incorporating interactive campaigns, resources portal and blog for better lead generation.
- Commandeered the partner marketing initiative to incorporate a new partner landing page and partner portal with toolkit & all marketing assets, securing 15 new partnerships in the first quarter & growing social audience by 56%. [See Partner Page →](#)
- Create highly effective designs for digital marketing campaigns, on-site events, interactive experiences, and corporate collateral, increasing impressions by 36% and conversion by 67% from 2021 to 2022.
- Leverage CEO's social profile to create branded content to engage followers as a new, free strategy of marketing. Utilize method to drive 80%+ more engagement and reduce marketing budget.



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Skills

Art Direction

Graphic Design

Animation Design

Video Direction

Brand Identity

Web Design

UI Design

UX Design

360 Campaigns

User Personas

Iconography

Typography

Social Media

Basic HTML & CSS

Tools

WordPress

WPEngine

Figma

Sketch

Invision

Elementor Pro

Adobe Creative Suite

Google Workspace

Microsoft 365

Slack

Wynter.com

HubSpot Marketing

Sparktoro

Google Data Studio

Google Analytics

Google Search Console

Hotjar

Upwork

[check out my portfolio at workwithsu.com](https://workwithsu.com) // [call me 613.266.9251](tel:6132669251) // [email me suhui.chu.is@gmail.com](mailto:suhui.chu.is@gmail.com) // [see more testimonials →](#)

- Established global UI components and libraries, visual style guide and brand book for simplified distribution of brand guidelines and maintenance of brand identity and awareness.
- Collaborate with global team to develop strategic marketing campaigns and ensure superior quality, cohesion, and impact of creative solutions, driving continuous social media following.
- Cultivate and utilize professional network of executive mentors to brainstorm and optimize marketing strategies for maximum ROI on a lean marketing budget.
- Demonstrate resourcefulness by hiring Upwork developer to save as much as 90% on engineering support.



Brand Designer

Ottawa Festival Network | Jan-Sept 2016 | Ottawa, Canada

- TD JAZZ FESTIVAL: Facilitated higher engagement & ticket sales by producing a compelling and cohesive ad campaign that was promoted across the country. Sparked larger sponsorship opportunities and attracted more musicians with a 20% increase in website traffic from previous year. [See media report →](#)
- CHILDREN'S FESTIVAL: Developed a new "Monsters" theme and colour palette that generated 27% more website traffic and 14% more ticket sales. Used this theme to launch a new marketing strategy and increased social media output to reach a new target age group. [See media report →](#)

Colour and Trend Manager

Walmart Canada | May 2012 - Sept 2015 | Toronto, Canada

- Engaged with a trend forecasting company to plan and manage seasonal colour palette and trend themes and coordinated distribution across all apparel teams to ensure brand consistency.
- Designed and orchestrated lookbook, print/T.V. ads, and media events to promote semi-annual releases of new apparel collections, leading all internal and external event promotions to maximize exposure.
- Devised and produced apparel pages for new exclusive Walmart Magazine launched in 2014 with circulation of 1M, setting the foundation for profitable brand recognition in Canada's largest-circulation magazine.

Creative Director, Designer, and Owner

Ella Peru Clothing | Sept 2009 - May 2012 | Vancouver, Canada

- Won "BEST UP AND COMING LABEL" at BC Fashion Week in 2009 for creativity and quality of an original, 14-piece clothing line, lookbook and fashion show.
- Conceptualized, launched and produced 5 seasonal collections, securing distribution to 18 boutique accounts across Canada, the United States, Australia, and France within the first year of business.
- Headed all business functions, including finances, marketing, website creation, account management, and talent acquisition, utilizing creative design eye to produce popular collections.
- Garnered media coverage from several large outlets, including the front page in Georgia Straight, a 2-page spread in Fashion magazine (Canada), and a 1-page spread in Trends (Canadian mag for fashion retailers). [See Georgia Straight coverage →](#)

Testimonials

"Su-Hui is one of the most talented visual designers I have had the pleasure of working with. She is perceptive, thoughtful, and detail-oriented with a strong artistic flair. Su is effortlessly able to tease out the essence of what you are looking for and translate it into stunning graphic work. I relied on her advice and judgment to get some of our most important web projects to the finish line. I would love to work with her again one day!"

Alifiya Sadikali

Director of Marketing, Tehama

"Su-Hui is one of those exceptional people who has a rare combination of incredible design skills, savvy people management abilities, and sound project management abilities.

I worked closely with Su-Hui on the roll-out of a redesigned, optimized website.

Su-Hui applied her decisive design skills to lead the design direction with tack and insight. She also integrated well with the web development team, and helped steer the project. She managed and oversaw responsibilities from implementation to a successful rollout. The end product is now a beautiful site that converts well."

Deborah O'Malley

Top A/B Testing Influencer