

Will Tun

Visual Designer

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[LINKEDIN](#)

[PORTFOLIO](#)

EXPERIENCE

Marketing Visual Designer - AEG VISION

12/2024 – Present

- Increased brand visibility and drove 15% boost in in-store traffic by producing digital ads, postcards, and social media ads for 300+ retail promotions.
- Improved user experience and contributed to a 20% increase in online appointment bookings by customizing WordPress templates and optimizing UX across multiple brand sites.
- Partnered with cross-functional teams and agencies to establish brand guidelines, ensuring consistency across 500+ locations and contributing to a 12.3% increase in new patient acquisition.
- Maintained cohesive visual identity across digital, print, and in-store materials by flexing between production design and art direction roles as needed.

Visual Designer - FREELANCE

04/2019 – Present

- Designed websites and landing pages using HTML/CSS and WordPress, increasing client site traffic.
- Created logos, packaging, and social content, boosting engagement by 25%.
- Edited 1,000+ photos for marketing campaigns using Photoshop/Lightroom.

Multimedia Graphic Designer - SUCURI SECURITY

08/2022 – 03/2023

- Delivered 50+ web banners, online ads, and emails for brands like WordPress, GoDaddy, and ManageWP.
- Collaborated with Marketing and UX teams to create over 50 web banners, icons, online ads, and email newsletters, improving click-through rates by 25%.
- Led UI design efforts that enhanced user experience across digital platforms, resulting in a 15% increase in engagement and improved brand alignment.

Digital Production Designer - REALSELF

12/2020 – 06/2022

- Designed high-performing visual ads, increasing social engagement by 22%.
- Produced global campaigns that helped attract 2,000+ new patients.
- Worked with UX teams to create a user-centered design system that was adopted by 10+ teams, supporting the company's rebranding efforts.
- Designed Instagram Before & After surgery post templates, increasing traffic to the website by over 256%.

SKILLS

Graphic Design:

- Adobe Creative Cloud • Illustrator • Photoshop
- InDesign • After Effects • Premiere pro

UI/UX:

- Figma • Adobe XD • Wireframing • Prototyping
- Design Systems • User Flow • Personas
- Design Iteration • HTML/CSS

CERTIFICATE

Google UX Design Certificate

Proficient in full-cycle UX design, from empathizing with users and defining pain points to ideating prototypes and conducting iterative testing.

Adobe Certified Association Visual Design using Adobe Photoshop

Adobe Certified Associate Graphic Design & Illustrator using Adobe Illustrator

EDUCATION

Shoreline Community College

07/2018 - 12/2019

AAS in Graphic & Web Design / GPA: 3.82

University Of Washington

01/2014 - 12/2015

BA in Media & Communication Studies