

ARLENE TAN

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Senior Graphic Designer | Brand Systems & Multi-Channel Campaigns

Building scalable brand systems and omnichannel campaigns across email, digital, print, and enterprise marketing ecosystems.

Senior Brand Designer with 15+ years of experience building scalable visual systems and multi-channel marketing campaigns across digital, print, email, and experiential environments. Specializes in translating brand strategy into cohesive, high-impact creative that balances consistency, usability, and creative expression at scale. Experienced leading cross-functional workflows, developing design systems, and delivering production-ready assets in fast-moving, high-volume environments. Strong foundation in typography, layout, lifecycle marketing, and operational design thinking using Figma and Adobe Creative Suite.

• Brand Systems & Visual Identity Frameworks • Lifecycle Marketing & Omnichannel Campaign Design • Design Systems, Component Libraries & Asset Governance	• Cross-Functional Collaboration & Creative Operations • Responsive Email & Digital Design Systems • Accessibility (WCAG), QA & Production Standards	• Presentation Design & Executive Communications • Workflow Optimization & Scalable Creative Processes • Figma, Adobe Creative Suite & AI-Assisted Workflows
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PROFESSIONAL EXPERIENCE

Makita USA – La Mirada, CA – 2024/10 – Present

Multimedia Designer

- Led development and governance of scalable Figma-based design systems supporting lifecycle marketing, email, digital campaigns, and cross-channel brand consistency.
- Directed company-wide migration from Adobe XD to Figma, establishing collaborative workflows, component libraries, and scalable production standards across teams.
- Implemented Figma-to-Emailify workflows that streamlined responsive email production and reduced developer build time by 20+ hours per week.
- Designed and optimized high-volume campaign assets across email, landing pages, presentations, paid media, and digital marketing touchpoints.
- Partnered cross-functionally with marketing, developers, product stakeholders, and leadership teams to translate business goals into clear, user-focused visual solutions.
- Balanced systems-thinking with hands-on creative execution, maintaining consistency while adapting campaigns for different audiences and platforms.
- Elevated production quality through accessibility standards, QA processes, typography systems, and responsive design best practices.
- Designed executive-facing presentations and strategic communications supporting product launches, partnerships, and organizational initiatives.

Elbongurk Design — Cypress, CA — 2024/03 — 2024/10**Senior Graphic Designer**

- Led creative direction and campaign development across consumer goods, food & beverage, nonprofit, and lifestyle brands.
- Developed scalable brand systems, templates, and visual frameworks supporting cohesive execution across digital, print, packaging, and social channels.
- Designed end-to-end campaign assets aligned with business objectives, audience strategy, and brand positioning.
- Partnered directly with clients to shape creative direction, present concepts, and deliver thoughtful, high-impact visual solutions.
- Built organized asset libraries and scalable production systems that improved efficiency and long-term brand consistency.
- Managed projects independently from concept through final delivery, balancing strategic thinking with production-ready execution.
- Coordinated with vendors and production partners to ensure accurate translation of creative intent into final deliverables.

Foster Love (formerly Together We Rise) — 2021/11 — 2024/01**Web / Graphic Designer**

- Designed integrated campaign, event, and experiential assets supporting national fundraising initiatives and nonprofit brand storytelling.
- Developed cohesive visual systems used across digital, print, environmental, and donor-facing marketing campaigns.
- Translated brand strategy into large-scale experiential formats including exhibits, activations, installations, and fundraising environments.
- Created cross-channel marketing assets aligned with audience engagement, accessibility, and organizational communication goals.
- Collaborated with marketing, development, and leadership teams to execute campaigns from concept through launch.
- Managed print production, vendor relationships, and final file preparation to ensure quality, consistency, and brand accuracy.
- Designed CRM and email marketing assets with a focus on usability, clarity, and engagement.

Simpson Race Products — 2018/12 — 2020/06**Senior Graphic Designer**

- Designed brand-aligned creative assets within highly regulated motorsports environments, balancing technical requirements with strong visual consistency.
- Developed scalable production systems supporting high-volume customization across team, sponsor, and event deliverables.
- Established internal workflows and file standards that improved production efficiency, consistency, and quality control.
- Delivered fast-turn creative across multiple concurrent campaigns while maintaining precision and adherence to brand standards.
- Collaborated cross-functionally with marketing, production, and compliance teams to execute accurate, production-ready creative solutions.

Additional Production & Design Experience (2014–2021)

Production Designer

- Supported apparel, retail, consumer goods, and licensed brand programs through high-volume digital and print production design.
- Produced production-ready artwork, campaign assets, and branded deliverables across apparel, packaging, retail, and marketing applications.
- Managed file preparation, vendor coordination, prepress workflows, and final production deliverables across multiple projects and clients.
- Contributed to scalable asset systems and production processes that improved consistency, efficiency, and cross-team collaboration.
- Worked within screen printing and large-format production environments with hands-on understanding of print specifications, materials, and production limitations.

EDUCATION & PROFESSIONAL DEVELOPMENT

2023 Adobe After Effects Kickstarter | School of Motion | Lakewood Ranch/Sarasota, Florida

2015 Bachelor of Art (BA) in Art | California State University, Fullerton | Fullerton, CA