



## Deja Hsu

Art Direction, Graphic Design and Illustration



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website



linkedin



instagram

### surfviewDNA.com

2008 - present

#### Experience

Print Editorial Design  
Photo Direction & Research  
Website & Mobile Design  
Print & Digital Advertising  
Catalogs, Books & Brochures  
Newsletters  
Retouching & Color Correcting  
Email Marketing  
Invitations & Announcements  
Branding  
Tradeshows Signage  
Illustration & Fine Art

#### Software proficiency

InDesign, Illustrator, Photoshop

#### Other interests

Painting, playing the piano, yoga and travel

**Senior Graphic Designer, Endeavor Business Media** (formerly Forester Media), Santa Barbara CA 2012-present

Design and photo research for these B2B publication journals:

Stormwater, Erosion Control, Distributed Energy

Design for tradeshows: Western Water Summit, StormCon, Homer Microgrid

Design for educational videos on these topics.

**Graphic Designer, The Territory Ahead**, Santa Barbara, CA 2005 - 2008

Design clothing catalogs: The Territory Ahead, Isabella Bird, Ads and in store collateral.

**Art Director and Graphic Designer, Islands Media**, Santa Barbara, CA 1997 - 2005  
Destination Weddings & Honeymoons Magazine

This magazine was a resource for planning a destination wedding. Each issue included a fashion feature with wedding gowns and resort wear photographed at resort destinations. I would assemble the crew for the photo shoots, and oversee wardrobe selection and styling concepts.

My duties also included picture editing and photo research. I developed the style and look of the entire magazine.

I was also the Design Director for Spa Magazine. I would assign and edit photography for stories, art direct still life photo shoots for spa beauty products, and design features and departments. During my time at Islands media, I also served as Associate Art Director for Islands Magazine. I designed features, departments, and created map illustrations.

**Graphic Designer, Patagonia Clothing**, Ventura, CA 1992 - 1997

Designed clothing catalogs, packaging and in store collateral.

I also designed textiles, t-shirt graphics and illustrations for instore merchandising.

Patagonia supports various conservation and environmental organizations for which I designed brochures, logos, and identity programs.

#### Education

SBCC and UCSB - Multimedia

Art Center Extension Los Angeles - Graphic Design & Illustration