DEREK LIEN **Designer/Developer**

Portfolio: **LIENde.dev**

Professional Summary

Senior visual designer with 14+ years of experience building scalable brand systems and marketing-driven design solutions, complemented by 2 years of front-end development experience supporting modern web interfaces. Brings a strong design foundation with technical fluency that improves collaboration and execution across digital teams.

Professional Experience

Design & Communications Coordinator
Minnesota State University Moorhead, Moorhead, MN, June 2011 – Present

+ Lead creative strategy and execution for university-wide marketing across digital, print, and environmental design channels.
+ Own and manage MSUM's visual identity system, ensuring brand consistency across departments and platforms.
+ Serve as final authority on logo usage, brand standards, and design governance.
+ Design and produce high-impact promotional materials supporting student recruitment, academic programs, fundraising, and campus initiatives.
+ Administer web-to-print storefront platform, enabling campus-wide self-service ordering of branded materials.
+ Partner with web and application teams on website and digital experience projects.
+ Consult with internal stakeholders to translate complex goals into clear, effective visual communication.

Graphic Arts Specialist
Minnesota State University Moorhead, Moorhead, MN, February 2010 – June 2011

+ Created branded design solutions aligned with university marketing standards.
+ Managed multiple concurrent projects while consistently meeting tight production deadlines.
+ Collaborated with diverse campus clients to define project requirements and deliver targeted creative solutions.
+ Promoted to Design & Communications Coordinator based on performance and leadership.

Senior Offset Press Operator
Minnesota State University Moorhead, Moorhead, MN, June 2008 – February 2010

+ Operated offset presses and bindery equipment while supporting in-house marketing production.
+ Built strong technical knowledge of print production workflows and quality control standards.
+ Promoted to Graphic Arts Specialist.

Digital Prepress Operator
Fidelity Offset, Nashville, TN, 2005 – 2008

+ Preflighted and optimized design files for print production.
+ Troubleshot file issues and ensured print-ready accuracy.
+ Developed deep understanding of printing technologies and production pipelines.

Graphic Designer
Davon Press, West Fargo, ND, 2001 – 2004

+ Designed weekly retail advertising campaigns for Supervalu grocery stores across four states.
+ Produced high-volume layouts under tight weekly deadlines while maintaining brand consistency.

Education

Full Stack Web & Mobile Development Certificate
Nucamp Coding Bootcamp, Aug 2021 – Feb 2022

+ JavaScript, HTML, CSS

+ React & React Native

+ Responsive Design (Bootstrap)

+ Node.js, MongoDB

Diploma in **Commercial Art**
Northwest Technical College, Aug 1999 – May 2001

+ GPA: 3.9; High Academic Honors

Technical Skills

Design & Creative Tools
Adobe InDesign, Illustrator, Photoshop, Acrobat Pro, UXPin, ZapWorks, Pageflex, Canva, Figma, Word, Powerpoint, Excel

Front-End & UI Development
HTML, CSS, JavaScript, React, Redux, Bootstrap, Tailwind, Chakra, Foundation, React Native

Back-End & Dev Tools
Node.js, MongoDB, C#, .NET, Postman, NPM, Yarn, Expo

Workflow & Platforms
Git, GitHub, VS Code, Visual Studio, Android Studio, CodePen, Mac & Windows