

SHERLYN SOO

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www.sherlynsoo.com

OBJECTIVE

Highly self motivated and goal-oriented professional committed to pursuing a creative opportunity to expand upon web and graphic design skills.

SKILLS

Proficiency in: Adobe Photoshop, Adobe Illustrator, Adobe InDesign; advanced knowledge of Macromedia Dreamweaver, Fireworks, and Flash; Microsoft Office Suite – Excel, Word, PowerPoint, FrontPage; Knowledge in HTML language, PHP, CSS and Javascript.

EXPERIENCE

Senior Designer (Feb 08–Present)

MURAD INC., El Segundo, California

- Creative lead for Resurgence minisite which won Best Direct Response Website Design, 2009 ERA (Electronic Retailing Association) Awards
- Lead designer for online collateral including landing pages, mini sites, banners, email blasts and newsletters; worked closely with IT developers to design user interface for spa consultation software
- Assumed Creative Director's responsibilities from April 2009, managing the department projects and a team of designers. Worked closely with eCommerce marketing team to execute and drive creative for all online campaigns.
- Lead creative launch of Murad's social media campaign, including Facebook and Twitter page designs
- Responsible for all in-house product photography for Murad.com
- Retouched all model and product photography for internal and external usage

Freelance PowerPoint Artist (Oct 08)

ROXY, Huntington Beach, California

- Worked directly with the Creative Director for Roxy brand and VP of Marketing to design 2009 Roxy Marketing Plan PowerPoint, including illustrations for sales charts and graphs

Freelance Web Designer and Flash Developer (Feb 08)

Electronic Arts, Los Angeles, California

- Design and developed flash introduction for Command and Conquer, Red Alert III

Freelance Graphic Designer (May 07– Aug 07)

CITIGROUP, Los Angeles, California

- Designed marketing brochure for CitiGroup/SmithBarney

Freelance Graphic Designer and Web Designer/Developer (Jan 07–Present)

NATIONAL UREA CYCLE DISORDERS FOUNDATION (NUCDF), Los Angeles, California

- Created logos, posters and web pages for fund raisers and annual conferences
- Developed Flash interactive module teaching eating habits to children with urea cycle disorder (UCD)

Graphic Designer and Web Designer/Developer Dec 06–Nov 07)

EMARKETED, Los Angeles, California

- Rebranded corporate identity: designed company logo and all marketing collateral
- Designed and programmed company website which incorporated new corporate identity
- Designed, developed and launched over thirty websites for firm's clients

Creative Services Intern (Jan 05–Oct 05)

E! ENTERTAINMENT NETWORK, Los Angeles, California

- Assisted designers with major advertising campaigns for re-launch of E! News Live
- Managed organization of advertising campaigns and celebrity and host photography
- Edited and enhanced celebrity photos for advertising

EDUCATION

Otis College of Art and Design (Jan 07– Present)

- Computer Graphics Certificate Program

University of California, Los Angeles (Aug 02–Aug 06)

- Bachelor of Science: Psychology