

SHERLYN SOO

OBJECTIVE

Highly self motivated and goal-oriented professional committed to pursuing creative opportunities to expand upon design skills.

SKILLS

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

EXPERIENCE

MURAD | El Segundo, California

Senior Designer, eCommerce, Feb 2008 - Present

- Lead creative direction for all online collateral including corporate ecommerce website, minisites, emails, newsletters and media campaigns
- Assume Creative Director's responsibilities since April 2009, which includes managing and directing creative staff to ensure designs meet brand standards, achieve usability standards, facilitate conversions and drive acquisition goals
- Create global online assets, artwork, icons and minisites for use on Murad.com, international distributors and online retail partners
- Oversee third party online campaigns to ensure designs are in brand and consistent with corporate messaging
- Design user interface for Murad Inclusive Health software used during spa consultations
- Executed launch of Facebook and Twitter pages; maintain creative assets and establish brand presence in the social media space, leading to increased traffic and conversion on Murad.com
- Manage online design calendar for all business channels to ensure that deadlines are met

Accomplishments:

- Led creative for Resurgence Minisite, which won Best Direct Response Website Design at the 2009 ERA (Electronic Retailing Association) Awards
- Collaborated with the Senior Director of Marketing, eCommerce for launch of Murad's Facebook and Twitter pages
- Designed user interface for launch of Murad's first online catalog
- Drove creative for 2009 Gift Guide which generated an increased revenue of over 380% compared to 2008's Holiday promotions
- Directed and executed creative for 2010 Valentine's Day campaign, including the email with the highest gross revenue; entire campaign generated over \$250 K, the most successful campaign to date

ROXY | Huntington Beach, California

Freelance Power Point Artist, May 2009 - October 2009

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

ELECTRONIC ARTS | Los Angeles, California

Freelance Web Designer and Flash Developer, Feb 2008

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

CITIGROUP | Los Angeles, California

Freelance Graphic Designer, May 2007 - Aug 2007

- Designed marketing brochure for CitiGroup/SmithBarney

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

Freelance Graphic Designer and Web Developer, Jan 2007 - June 2009

- Designed 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)
- Created 2007 Conference slide show presentation dedicated to the children with UCD
- Designed invitations, minisite and emails for Mythical Ball fund raiser, which raised \$7,000 in December 2007
- Maintained website; performed website review and testing

EMARKETED | Los Angeles, California

Graphic Designer and Web Developer, Dec 2006 - Nov 2007

- Re-branded corporate identity: redesigned company logo and all marketing collateral, including business cards, stationery set, marketing brochures and convention displays
- Designed and programmed new website in conjunction with new corporate identity
- Established creative direction, designed, developed and launched over thirty web sites campaigns for firm's clients
- Created tri-fold brochures and marketing postcards for firm's clients

JUST PET ME COUNTRY CLUB | Oakland, California

Freelance Graphic Designer and Web Developer, October 2006 - January 2008

- Established brand identity and designed all marketing collateral
- Programmed and designed Flash introduction and modules for web site
- Maintained website; performed website review and testing
- Worked closely with senior executives to conceptualize, design and launch internet sites furthering company goals

E! ENTERTAINMENT NETWORK | Los Angeles, California

Creative Services Intern, Jan 2005 - Oct 2005

- Assisted designers with major advertising campaigns for re-launch of E! News Live
- Managed master celebrity photography assets and archives of prior advertising campaigns
- Retouched celebrity photos for advertising and internal use
- Researched photo archive and selected celebrity pictures used in advertising campaign

EDUCATION

OTIS COLLEGE OF ART AND DESIGN

- Computer Graphics Certificate Program

UNIVERSITY OF CALIFORNIA, LOS ANGELES

- Bachelor of Science: Psychology

REFERENCES

Available upon request.