

ASHLI YUAN YUAN

Provide digital creative solutions for e-commerce and creative agencies.
Proficient in Adobe Creative Suite and Sketch.

EXPERIENCE

Clinique Freelance Senior Designer 01/17 - 03/17

- Worked on promotional materials and desktop, mobile site updates

Spa Week Media Group Graphic Designer 04/16 - 12/16

- Worked on responsive site redesign and promotional materials

Studio LLC | Verizon | Macy's Freelance Designer 07/15 - 01/16

- Designed a social media website for Nestlé's HONEY campaign
- Created illustrations for Verizon's online materials based on their new style guidelines
- Concepted and designed Macy's Black Friday and Holiday online experience

Questus | Anomaly | Organic Inc. Art Director / Production 09/14 - 06/15

- worked on site redesign and promotional banners for clients including Universal Orlando, Kohler, Panera Bread and Converse

DigitasHealth Art Director 05/14 - 08/14

- Redesigned Eliquis's HCP site and helped with other BMS brands campaigns

L'Oréal Lancôme Senior Web Designer 07/13 - 11/13

- Worked on site updates, promotional materials, e-blast & banners

Organic Inc. | Huge Inc. | Ogilvy CommonHealth Art Director 03/13 - 07/13

- worked on concepting & designing a promotional campaign for Olay
- Concepted & designed a digital campaign for French's new food products
- worked on 2 iPad app interface design to promote 2 GSK products

Kenneth Cole Digital Designer 09/12 - 12/12

- Worked on site refresh, holiday microsites, e-blast & banners

Elizabeth Arden | L'Oréal Web Designer 09/11 - 09/12

- Lead Designer in charge of the visual integrity of EA's new website launching
- Worked on 2 luxury brands YSL Beauty and Giorgio Armani Beauty
- Designed all online materials including webpages, e-blast & banners

Seamless Digital Designer 05/11 - 08/11

- Designed digital campaigns for their new website launched in Aug. 2011
- created print collaterals utilizing their new brand guidelines
- Worked on their new mobile app design utilizing the new brand guidelines

Scholastic Inc. Flash Animator 12/07 - 04/08

- Animated 34 small projects for an educational DVD program using Flash.

dEliA's | The Gate | Brand Union | Boombox | Webtoolsgroup | Oddcast, Inc.

Freelance designer 11/05 - 04/11

- Worked on website design, e-blast, banners, social media contents
- Character illustration
- Created print ads, catalogs, packagings and printing collaterals

EDUCATION

School of Visual Arts, New York, NY 09/03 - 12/05

MFA, Major: Computer Art, Concentration: Interactive Multimedia

Central Academy of Fine Arts, Beijing, China 09/95 - 07/99

BFA, Major: Oil Painting, Graduated summa cum laude

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