

ASHLI YUAN YUAN

ART DIRECTION | DIGITAL CREATIVE SOLUTIONS | E-COMMERCE SOLUTIONS

Proficient in Adobe Creative Suite and Sketch

646-331-4592 ashliyuan@gmail.com www.ashliyuan.com

EXPERIENCE

L'Oréal Kiehl's | UNiDAYS Freelance Art Director / Illustrator 11/17 - 05/19

- Concepted, designed and art directed their loyalty program, skincare routine finder & other digital promotional materials following the CD direction. Illustration/infographics

J.Crew Freelance Art Director 06/17 - 11/17

- Designed collection & holiday launch materials across all e-commerce and social media touchpoints. Art directed still life photo shoots

Clinique Freelance Art Director 01/17 - 03/17

- Worked on desktop, mobile site features and promotional materials

Verizon | Studio LLC | Macy's | Spa&WellnessMedia Group

Freelance Art Director / Illustrator 07/15 - 12/16

- Redesigned/rebranded a responsive website for spa & wellness gift card
- Designed a social media website/app 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
- Plus other promotional projects for clients above

DigitasHealth | Questus | Anomaly | Organic Inc. Art Director / Production 05/14 - 06/15

- Worked on site redesign, social media campaigns & promotional banners for clients including Kohler, Universal Orlando, Panera Bread, Converse & Eliquis

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

- Worked on site updates, promotional materials, e-blasts & 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 designs to promote 2 GSK products

Kenneth Cole Digital Designer 09/12 - 12/12

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

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

- Lead Designer in charge of the visual integrity of EA's new website launch
- Worked on 2 luxury brands YSL Beauty and Giorgio Armani Beauty
- Designed all online materials including webpages, e-blasts & 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 UX and design utilizing the new brand guidelines

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

Freelance designer 11/05 - 04/11

- Worked on website design, e-blasts, banners, social media contents
- Animated 34 small projects for an educational DVD program using Flash
- Character illustration, 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