

# CONNIE YUNG

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## TECHNICAL PROFICIENCY

ActionScript  
Adobe CC  
Adobe Scene7  
ArtPro  
CMS Platforms  
Confluence  
FileMaker Pro  
HTML Coding  
InVision  
JIRA  
Microsoft Office Suite  
QuarkXpress  
Silverpop Email Marketing  
Sketch  
Transmit  
Vectorworks  
Zeplin

## OTHER SKILLS

Hand drafting experience and techniques

Photography skills in capturing and producing photographic images

Typography, color and layout

## EDUCATION

BS Graphic Design from University of California, Davis

Baking and Pastry Certificate from City College of San Francisco

## SUMMARY

Designer with management experience and extensive skills in building end-to-end experiences through ideation, explorations, user flows and prototypes successfully delivering the best products for users.

## PROFESSIONAL EXPERIENCE

### UX LEAD/VISUAL DESIGNER – CONTRACTOR (8/18 – CURRENT)

#### *Wells Fargo – San Francisco, CA*

- Design end-to-end experiences of new products for Wells Fargo mobile/native app and desktop site by applying best user experience practices in agile sprints.
- Ideation, wireframing, design explorations, prototyping and designing user flows.
- Participate in user research and testing sessions and analyzing reports and learnings to build experiences.
- Collaborate with leads and producers to manage and execute overall strategy and integrate business objectives with customer needs.
- Provide design solutions that meet WCAG 2.0 AA level and higher standards.
- Utilize existing UI pattern library and develop new patterns to create engaging products for customers while maintaining Wells Fargo brand look.
- Concept and develop new solutions for future experiences creating mock-ups, style guides and mood boards.
- Deliver technical specs and redlines for engineering.

### SENIOR DESIGNER – CONTRACTOR (6/18 – 8/18)

#### *Tile, Inc. – San Mateo, CA*

- Define UI pattern library and style sheets for website and product.
- Collaborate with engineers to make website ADA compliant establishing styling rules around imagery and copy.
- Develop creative concepts to deliver key messages effectively in digital and print marketing for point-of-sale touchpoints promoting new product launches.
- Work in agile environment to launch website features and functionalities with engineers, product and project managers always considering the user and how the product affects the user journey.
- Translate creative direction into final assets for various mediums such as responsive site assets, e-mail campaigns and direct response ads.

### SENIOR DESIGNER – CONTRACTOR (9/17 – 12/17)

#### *Shopkick – Redwood City, CA*

- Design and produce in-app visual assets for Fortune 500 companies that help drive engagement and revenue-generating user actions.
- Responsible for direct consumer marketing campaigns and promotional product initiatives while balancing business goals with the needs of millions of mobile users.
- Work with business and marketing teams to refine creative and ensure accuracy of campaigns across email, web and mobile advertising.
- Create original design concepts from ideation to completion while communicating the Shopkick brand and values.
- Support more junior team members as they grow and develop in their work.

### SENIOR DESIGNER – CONTRACTOR (7/17 – 9/17)

#### *Tailored Brands, Inc. – Fremont, CA*

- Develop and design high quality marketing materials, photography, logos, and other assets.
- Translate business goals into digital and print marketing and advertising materials from concept to completion.
- Partner with copywriter, creative and brand team members to concept relevant solutions for Joseph A. Banks brand.
- Review, revise and approve color proofs while partnering with digital production artists in completion of projects.
- Projects include brand and promotional campaigns, style guides, brochures and collateral, sales and marketing kits, direct mail, catalogs, site refreshes and email marketing.

## **CREATIVE DIRECTOR, GLOBAL E-COMMERCE (1/15 – 3/16)**

**Levi Strauss & Co. – San Francisco, CA**

- Direct teams of UI/UX designers, copy writers, developers and web designers.
- Lead development and delivery of online site experience driving conversion and support brand position across Levi.com and Dockers.com e-commerce web sites.
- Designed user experiences, email and site marketing campaigns.
- Drive production and optimization of site and email content and overall multi-channel customer experience.
- Management of all aspects of site operations including web content creation and delivery, site development, email delivery and promotions.
- Lead the management and execution of seasonal site content strategy to support strategic marketing and merchandising initiatives.
- Expert and innovation leader of emerging e-commerce functionality trends, innovations and tools.
- Concept and conduct seasonal photo shoots for marketing imagery.

## **ART DIRECTOR, E-COMMERCE (12/11 – 11/14)**

**Gymboree Corporation – San Francisco, CA**

- Develop and build UI designs for e-commerce site enhancements of shop flows, customer reviews and iPad app.
- Manage digital experience of Gymboree.com, Crazy8.com, JanieandJack.com and Shade.com – site content, email marketing, social campaigns and more.
- Art direct, train and mentor staff of designers while planning team development for continued growth in technical skills, projects and priorities.
- Build strong working relationships with stakeholders across brands.
- Participate in creative strategy meetings with directors and VPs of departments to determine web marketing campaigns while taking opportunities to make improvements and implement action plans.
- Negotiate contracts with creative service vendors to provide cost effective services for the company.

## **SENIOR WEB DESIGNER (11/10 – 11/11)**

**Gymboree Corporation – San Francisco, CA**

- Cross brand development and production of creative content for e-commerce site, email campaigns and all online marketing.
- Management of email marketing programs from concept to deployment while identifying and implementing new creative strategies.
- Work closely with the creative team, copywriters and business partners to define all creative needs.
- Color correction of images, image manipulation and HTML coding of site and direct-to-customer emails.
- Art direct and manage stylists, photographers and color correctors on photo shoots for marketing imagery.

## **WEB DESIGNER (7/07 – 10/10)**

**Pottery Barn Teen at Williams-Sonoma, Inc. – San Francisco, CA**

- Design Pottery Barn family (Pottery Barn, Pottery Barn Kids and Pottery Barn Kids) UI designs of e-commerce shopping carts, customer reviews and mobile sites in collaboration with user experience and web developing team members.
- Provide creative and production services for e-commerce website while meeting deadlines and brand standards.
- Responsible for designing monthly and seasonal content pages, including homepages, landing pages and hero images as well as developing creative for weekly email campaigns and banner ads.

## **GRAPHIC DESIGN ASSISTANT (6/05 – 7/07)**

**KN Ltd, The Karen Neuburger Brand – San Rafael, CA**

- Designed, produced and updated seasonal graphics for brand e-commerce site, www.karenneuburger.com, while meeting deadlines and maintaining quality standards including homepages and site content pages.
- Created monthly direct to customer email campaigns.
- Responsible for producing product packaging, in-store signage, retail ads, direct mail pieces and various collateral materials from concept to production.

**PRODUCTION ARTIST (6/03 – 6/05)*****Cal Art & Engraving, Inc. – San Carlos, CA***

- Engraving and plate making pre-press design of logos, packaging and print work.
- Responsible for duplication, reproduction, typesetting, cleaning of digital artwork and tracking of projects.
- Preflight digital art files providing separations, trapping, color keys and bluelines for client proofing while maintaining printer specifications.

**ENGRAVER/GRAPHIC DESIGNER (7/02 – 6/03)*****Lindeburg and Company – San Carlos, CA***

- Management and organization of engraving department.
- Produce logos, layout of artwork and typesetting for process of customer orders.
- Maintain consistent contact with clients/customers to assess their needs.