

SHERLYN SOO

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OBJECTIVE

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

SKILLS

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

EXPERIENCE

Graphic Designer and Web Designer/Developer Jan 2007 – 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)
- Created 2007 Conference slide show presentation dedicated to the children with UCD
- Designed invitations, website and emails for Mythical Ball fund raising activity, which raised \$7,000 for foundation in December 2007
- Maintained website; performed website review and testing

Graphic Designer and Web Designer/Developer Dec 2006 – Nov 2007

EMARKETED, Los Angeles, California

- Worked closely with owner to re-brand corporate identity: designed company logo and all marketing materials, including business cards, stationery set, marketing brochures and convention displays
- Designed and programmed company website which incorporated new corporate identity
- Designed, developed and launched over thirty websites for firm's clients
- Created tri-fold brochures and marketing postcards for firm's clients

Web Designer and Developer Nov 2007

ULTIMATE WATER GUIDE, Los Angeles, California

- Designed company logo and website; developed website using Flash, CSS and HTML

Graphic Arts Designer and Web/Flash Developer Oct 2006 – Present

JUST PET ME COUNTRY CLUB, Oakland, California

- Designed company logo and all marketing pieces, including business cards, marketing brochures, and invitations
- Programmed and designed Flash introduction and modules for website
- Maintained website; performed website review and testing
- Worked closely with senior executives to conceptualize, design and launch internet sites furthering company goals

Creative Services Intern Jan 2005 – Oct 2005

E! ENTERTAINMENT NETWORK, Los Angeles, California

- Assisted designers with major advertising campaigns for re-launch of E! News Live
- Designed and compiled master celebrity contact binders with contact sheets
- Managed organization of prior advertising campaigns and celebrity and host photography assets and archives
- Edited and enhanced 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