

Education

University of Connecticut
Digital Media and Design,
Motion Design and Animation
Bachelor of Fine Arts, May 2020
Honors Program
GPA: 3.925

Skills

Art Direction
Brand Identity
Platform Best Practices
Motion Design
Graphic Design
Video Editing

Software

Adobe After Effects
Adobe Illustrator
Adobe Photoshop
Adobe Premiere
Procreate
Cinema4D



📷 @smheryl

🌐 <https://sherylwang.com>

in <https://www.linkedin.com/in/sheryl-wang/>

Work Experience

Caudalie

Digital Designer, Americas (2/24 -)
Designs digital assets for 360 creative campaigns, including email, website, paid media, and print. Presents and executes concepts for US and regional campaigns for Canada, Mexico, and Brazil. Provides art direction and coordination for photoshoots.

Beautyblender (1/24-2/24)

Freelance Digital Designer
Redesigned product detail pages for rebrand. Created PDPs for Rea Ann Silva's GMA segment.

Shuttlerock

Creative Lead (1/22 - 1/23)
Provided art direction, creative strategy, and best practice education to clients. Collaborated with customer and design teams to ensure quality work and client success. Explained design decisions to key stakeholders.
Clients: Cabot, FAGE, Invesco, J&J, Kendo Brands

Motion Designer (6/20 - 12/21)

Created social video and static assets for multiple platforms. Ideated, storyboarded, and workshopped creative with clients for delivery in sprint sessions. Assisted with regular production of assets as well as design hotfixes. Provided creative consultation to clients.
(Freelance from 6/20 - 11/20)
Clients: Sephora, MAC, Tushy, US Travel

Shiseido

Design Intern (6/19 - 8/19)

Assisted the creative and art directors of the Shiseido and BareMinerals brands on various projects including product animations, assets for Instagram, Facebook, and Pinterest, and creating GIPHY stickers for use on Stories.