



Sharon Ye

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sharonyeartdesign.com

Skills

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Premiere
Keynote
Figma
Microsoft Office Suite
Hand Drawing Skills
Mandarin/English

Education

Studio Art , MFA
Sept. 2014 – May 2016
Claremont Graduate University
California

Art and Design , BFA
Sept. 2008 – June 2012
National Dong Hwa University
Taiwan

Visual Designer

Bonnsu LLC Dec. 2021 – present

- Produce original marketing materials in various styles for multiple platforms, including website, social media, and printout.
- Collaborate with global teams (United States, Sweden, and Taiwan) to develop new ideas for retail products, marketing plans, and creative strategy.
- Generate packaging designs for retail products to implement a cohesive visual branding, voice, and tone.
- Provide creative direction for branded photography and videography standards.
- Develop style guide, design assets, user interfaces, infographics, and iconography.

Graphic Designer

Clay House Art Sep. 2020 – Dec. 2021

- Develop and execute creative content for social media platforms and provide graphic design solutions to support various marketing campaigns
- Create motion or video-based social media content
- Ideate and initiate new formats of content in response to performance reports and social media trends
- Create on-brand marketing print collateral including in-store signage, billboards, posters, postcards, mailers, and packaging
- Maintain and update brand style guides and ensure brand consistency across team output

Graphic Designer

Mega Cap Inc. Sep. 2016 – Aug. 2020

- Spearheaded daily design in a medium-sized headwear firm with more than 21 years of experience in the US market and over 41 years of experience worldwide
- Supervised the assessment of all graphic materials to ensure the quality and accuracy in accordance with clients' needs
- Developed concepts and layouts for a diverse range of marketing programs, including banners, brochures, flyers, presentations and posters