

# Caroline Shyu

Email: [cshyu3@gmail.com](mailto:cshyu3@gmail.com) | Phone: 786.683.3508 | Portfolio: [carolineshyu.com](http://carolineshyu.com)

## **PROFESSIONAL SUMMARY**

Designer and Art Director with 12+ years of experience leading end-to-end design projects and building cohesive brand identities across digital, social, and experiential platforms. Skilled in conceptualizing and executing high-quality design solutions, developing scalable design systems, and collaborating with cross-functional teams to align creative outputs with business goals. Passionate about staying ahead of design trends to deliver innovative and impactful visual experiences.

## **PROFESSIONAL EXPERIENCE**

### **Senior Designer / Mailchimp, Intuit**

*May 2025 - Present*

- Concept and execute brand and product marketing initiatives focused on reaching and acquiring new customers
- Develop conversion-focused assets in partnership with marketing, growth, and operations teams to support high-visibility initiatives
- Manage digital advertising programs, translating creative briefs into scalable design systems and production-ready deliverables while maintaining brand consistency
- Develop and present concept decks and campaign narratives to communicate creative direction and strategy
- Lead and support production workflows, ensuring high-quality delivery across digital channels
- Optimize assets using performance insights and testing to improve engagement and conversion

### **Freelance / Fractional Art Director & Designer**

*May 2012 - Present*

- Develop brand identity systems and visual storytelling frameworks, ensuring alignment with client business goals and target audiences
- Build trust with internal teams, collaborating seamlessly, and providing design solutions that drive business impact
- Conceptualize and execute campaign visuals, pitch decks, and presentation materials that support business growth and audience engagement
- Design and produce high-quality visual assets and final production files across digital, social, and print platforms, ensuring flawless execution and brand consistency

### **Greenlight / Senior Manager, Art Direction**

*Jan 2022 - Sept 2024*

- Defined and elevated Greenlight's brand identity through scalable design systems and comprehensive guidelines, ensuring consistency across web, social media, email, and product interfaces
- Led the creative vision for high-profile product launches and 360 campaigns, seamlessly integrating digital, social, and physical touchpoints from concept to delivery
- Developed impactful narratives and visually engaging designs that drove multi-channel engagement, improved customer acquisition, and reinforced brand identity across digital, physical, and product experiences
- Designed accessible, high-impact landing pages and digital assets, enhancing user engagement and brand presence
- Managed agency partners to align messaging and maximize campaign impact across digital and print channels
- Created a Partnership Playbook to streamline co-branded content and ensure seamless B2B collaboration
- Concepted and art-directed brand photo and video shoots, overseeing pre-production, on-site direction, and post-production to align creative outputs with business objectives
- Mentored and managed a team of designers, fostering creativity, streamlining workflows, and elevating performance to deliver innovative design solutions aligned with strategic goals
- Leveraged performance analytics and user insights to optimize creative assets to improve conversion rates

### **Razorfish / Senior Art Director, Social Content Lead**

*Jan 2021 - Jan 2022*

- Spearheaded creative strategy for Fiat and Chrysler social media content
- Utilized motion graphics and storytelling elements to elevate brand perception and drive engagement through visually dynamic campaigns that aligned with each brand's unique identity
- Led and mentored the social content creative team, ensuring alignment with brand identity and marketing objectives
- Established visual frameworks and campaign concepts, translating strategic objectives into compelling design solutions
- Presented creative direction to stakeholders, refining execution based on brand strategy and client goals
- Captured and produced social media assets, strengthening brand narratives through high-quality imagery and video
- Designed cohesive organic and paid social content, resulting in engagement and post performances exceeding goals week after week

**Razorfish / Art Director****May 2020 - Jan 2021**

- Developed creative vision for FiatUSA.com, collaborating with strategy, media, UX, and development teams
- Partnered with strategy, media, delivery, experience, and technology teams to ensure the creative solution meets brief and program objectives
- Provided creative insights to support user experience best practices throughout the project

**Second Story / Senior Environmental Designer****Mar 2019 - May 2020**

- Created project designs including exhibit elements, interiors, and interactive installations, crafting immersive experiences
- Visualized, articulated, and developed narratives of design elements
- Partnered with UX designers to translate user research into compelling user journeys
- Led concept development, visualizing designs through sketches and renderings
- Managed the execution of physical design scope, including development of construction drawings, material selections, and technology placement recommendations
- Collaborated with technology teams on AV solution research, development, and prototyping

**Havas Sports and Entertainment / Art Director****Apr 2018 - Mar 2019**

- Led ideation and concept development for experiential marketing campaigns and activations
- Designed cohesive, visually compelling assets that effectively communicated brand messaging
- Presented creative concepts to stakeholders and guided the iteration process
- Provided art direction and oversight for agency creatives and freelancers

**Boston Consulting Group / Senior Experience Designer****Sept 2017 - Apr 2018**

- Led art direction and strategy for internal BCG event experiences and brand initiatives
- Designed and developed website assets and marketing materials for the BCG Design Studio Conference

**Hargrove Inc. / Lead Designer, Experiential Marketing Production (XMP)****May 2016 - Sept 2017**

- Led the Experiential Marketing Production (XMP) creative division
- Synthesized client briefs, client budgets, and market trends into creative solutions
- Served as the creative liaison for new and existing clients, helping grow XMP revenue by 20%
- Brainstormed with agencies and brands to develop, enhance, and bring their creative visions to life.  
Clients include Ford, Stella Artois, Grey Goose, Facebook, Chrysler, Aetna, Bud Light

**Hargrove Inc. / Senior Designer****Apr 2014 - May 2016**

- Designed events, exhibits, conferences, and tradeshows at the national scale. Clients include: Grace Hopper Celebration, Microsoft, Edison, Embassy of the People's Republic of China
- Participated in the production process, including mid-course corrections to ensure the design intent stays intact while meeting budget constraints
- Led graphic design efforts, utilized client brand guidelines and incorporated market trends while conceptualizing and creating overall graphic looks for events, trade shows, and exhibits

**Expotechnik America Ltd / Exhibit Designer****Apr 2012 - Mar 2014**

- Designed trade show exhibits and branded environments for clients across multiple industries, ensuring visually compelling and functional spaces
- Developed storytelling through spatial design and environmental graphics, aligning with client creative strategies to captivate audiences and enhance brand presence
- Collaborated with project managers, engineers, and production teams to execute exhibit designs that met budget, timeline, and technical requirements
- Produced detailed technical drawings, 3D renderings, and material specifications to guide fabrication and installation processes

**EDUCATION****Georgia Institute of Technology / Bachelor of Science in Industrial Design****May 2012****TECHNICAL SKILLS**

**Design & Creative Tools:** Figma, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe XD, Adobe After Effects, Webflow, Keynote, Asana, 3ds Max, Rhino 3D, Octane, Vray, Vectorworks, Sketch, Windows Office, Canva, Wix, Squarespace.

**Language:** Bi-Lingual: Chinese-English, native speaker of both.