

Caroline Shyu

cshyu3@gmail.com | 786.683.3508 | carolineshyu.com

Specialty

Art Direction / Experiential Marketing / Social Content / Environmental Design / Visual Design

Experience

- Razorfish / Sr. Art Director, Social Lead** **Jan 2021 – Present**
- Manage the social content creative team for Fiat and Chrysler
 - Lead and support the ideation and creation of visual structures and campaign concepts
 - Create, define, and present creative direction that reflect and elevate the approved brief, brand strategy, and client end goals
 - Translate and implement complex strategic approaches into accessible creative concepts
 - Direct, photograph, and edit creative assets for Fiat and Chrysler social campaigns
 - Design cohesive organic and paid social content, resulting in engagement and post performances exceeding goals week after week
- Razorfish / Art Director** **May 2020 – Jan 2021**
- Collaborated with multidisciplinary teams to develop creative visions for FiatUSA.com
 - 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, Part of Razorfish / Senior Environmental Designer** **Mar 2019 – May 2020**
- Created project designs including exhibit elements, interiors, and interactive components
 - Visualized, articulated, and developed narratives of design elements
 - Collaborated with UX designers to synthesize user research into journey maps and storyboards
 - Led conceptual development and visualized design concepts through sketches and renderings
 - Managed the execution of physical design scope, including development of construction drawings, material selections, and technology placement recommendations
 - Supported technology team in research, development, and prototyping for AV solutions
- Havas Sports and Entertainment / Art Director** **Apr 2018 – Mar 2019**
- Led ideation and concept development for experiential marketing campaigns and activations
 - Created cohesive and compelling visual designs that effectively communicate client goals
 - Pitched creative concepts and led stakeholders through the iteration process
 - Provided creative guidance for team members and freelancers
- Boston Consulting Group / Senior Experience Designer** **Sept 2017 – Apr 2018**
- Provided art direction and strategy for event experiences and brand developments
 - Ideated, designed, developed, and produced website and creative assets for the BCG Design Studio Conference, providing seamless digital and physical experiences for the team
- Hargrove Inc. / Lead Designer, Experiential Marketing Production** **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 creative liaison for new and existing clients, helping to 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 tradeshow 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, tradeshow, and exhibits

Education

Georgia Institute of Technology / Bachelor of Science, Industrial Design (2012)

Also Good At

Chinese (Mandarin) / 3DS Max / Rhino / VectorWorks / Adobe Photoshop / Adobe Illustrator / Adobe InDesign / Adobe After Effects / Adobe XD / Sketch / Keynote / PowerPoint

Find me on Instagram @shyused, LinkedIn <https://www.linkedin.com/in/carolineshyu/>, or shyused.com