

# Caroline Shyu

Email: cshyu3@gmail.com | Phone: 786.683.3508 | Portfolio: carolineshyu.com

## **PROFESSIONAL EXPERIENCE**

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

***Jan 2022 - Present***

- Drive strategic and creative design solutions for product marketing campaigns, customer acquisition programs, B2B partnership, social channels, and brand partnerships
- Direct creative efforts of multiple go to market campaigns resulting in user increase and improved brand awareness including Greenlight Teen Credit campaign that supported 100% YoY increase in authorized users
- Forecast project requirements in collaboration with Project Managers for effective resource and allocation.
- Develop design system guidelines for external partners to ensure creative deliveries are consistent with overall brand goals and creative intent while strengthening the brand
- Partner and develop relationship with external agencies to achieve authentic on brand creative solutions across product marketing campaigns, social media channels and acquisition initiatives
- Collaborate with cross functional teams — including marketing managers, content strategists, copywriters, and executive leadership — to synthesize marketing strategy, develop and review project briefs, and ensure holistic creative solution is executed while leveraging metrics and insights to increase performance

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

***Jan 2021 - Jan 2022***

- Managed the social content creative team for Fiat and Chrysler
- Led and support the ideation and creation of visual structures and campaign concepts
- Created, define, and present creative direction that reflects and elevates the approved brief, strategy, and client goals
- Translated and implement complex strategic approaches into accessible creative concepts
- Directed, photographed, and edited creative assets for Fiat and Chrysler social campaigns

### **Razorfish / Art Director**

***May 2020 - Jan 2021***

- Collaborated with multidisciplinary teams to build and evolve creative visions for FiatUSA.com
- Provided user-centered creative insights, ensuring customer experience is prioritized throughout the project

### **Second Story / 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 and material selections
- Supported technology team in research, development, and prototyping for AV solution

### **Havas Sports and Entertainment / Art Director**

***April 2018 - March 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

### **Boston Consulting Group / Senior Experience Designer**

***Sept 2017 - April 2018***

- Provided art direction and creative strategy for event experiences and brand developments

### **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 creative liaison for new and existing clients, helping to grow XMP revenue by 20%
- Clients include Ford, Stella Artois, Grey Goose, Facebook, Chrysler, Aetna, Bud Light

### **Hargrove Inc. / Senior Designer**

***Apr 2014 - May 2016***

### **Expotechnik America Ltd / Exhibit Designer**

***Apr 2012 - Mar 2014***

## **ADDITIONAL SKILLS**

### **Language:**

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

### **Technical Skills:**

Figma, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe XD, Adobe After Effects, Keynote, Asana, 3ds Max, Rhino 3D, Octane, Vray, Vectorworks, Sketch, Windows Office.