

helenterpstra

56 Entrada Avenue
Oakland, CA 94611

h: 510 601 6165
m: 415 810 0355

helenyang.com

SUMMARY

Graphic Designer with over 12 years of experience in interactive and print design. Have significant experience in web design in the retail industry but am highly adaptable in a range of environments and projects.

EDUCATION

Virginia Commonwealth University | 1991 - 1996 | Richmond, VA
Bachelor of Fine Arts, 1996 | Communication Arts + Design
Emphasis Area : Graphic Design

EXPERIENCE

Contract/Freelance Graphic Designer

02/07 - Current | San Francisco Bay Area, CA

Concepting and designing for Wal-Mart seasonal marketing campaigns which includes store signage, product ideation, magazine and store ads.

AKQA

Senior Designer | 08/06 - 02/07 | San Francisco, CA

Worked as a design lead for a large retail account. Responsibilities include strategy, concept creation, and developing designs for online advertising as well as website solutions.

Gap.com

Assistant Art Director | 12/03 - 6/06 | San Francisco, CA

Worked as an art director for the apparel retailer's e-commerce site. Responsibilities have included communicating with merchants, marketing, and writers to develop strategies for each season, planning and art directing photoshoots to support the concepts, developing designs for the site and producing them, and managing a small team of designers. Additional projects have included special campaigns, interactive ads and creating boxstuffers to support the online brand.

Walmart.com

Art Director | 11/01 - 12/03 | Brisbane, CA

Worked within multiple channels of media to build a integrated experience between retail stores and online. Projects have included design for in-store kiosks and style guide, in-store signage, packaging, mailers, logotypes, circulars and website.

Studio Archetype/Sapient

Senior Designer | 10/98 - 7/01 | San Francisco, New York, Denver, Tokyo

Worked as a design lead within multidisciplinary teams to design and develop online business solutions that included dynamically driven content sites, e-commerce sites, and internal management systems. Developed design concepts, managed a team of designers through design development and implementation, gave client presentations, and produced style guides. Worked closely with the other disciplines through site implementation to maintain design integrity. Continued these responsibilities while serving on a global delivery team that helped build and grow business in Japan. Clients included AIGA, Hallmark, Janus, Nordstrom, Smith+Noble, Sunglass Hut, Sunstar, and Walmart.

Threespot Media

Freelance Designer

Worked as a designer on a variety of projects that included website design and maintenance, digital illustrations, emails and brochures. Clients have included Bacardi, CNET, Starwood Hotels and more.

Magnet Interactive (Now AKQA)

Designer | 6/96 - 9/98 | Washington DC, Los Angeles

Developed award winning web sites for clients such as Nissan, Mayo Health Clinic, Kelloggs, and Magnet Interactive. Responsibilities have included conceptualization, design, production and maintenance of these sites. Additional work for Kelloggs included the design of press kits and other print collateral in conjunction with their online presence.

Circuit City Visual Display

Graphic Design Co-op | 5/95 - 8/95; 1/96 - 4/96 | Richmond, VA

Designed signage, prototypes, posters, letterheads, and other graphic materials for Circuit City retail stores nationwide.

EXHIBITIONS + RECOGNITIONS

- 2005 CNET Digital Living: Winner in Communication Arts Interactive Annual (in conjunction with Threespot Media).
- 2000 Astrogirl illustration featured on the Pictoplasma website and publication
- 1999 Mayohealth.org recognized in Graphis Interactive book
- 1999 Magnet.com and Nissan.com recognized in Hypergraphics book
- 1998 Gold Cindy Award for Nissan Motors website
- 1996 Gold Cindy Award for Kelloggs Nutrition Camp website

SOFTWARE

Proficient in Photoshop, ImageReady, Illustrator, InDesign, QuarkXpress and basic Flash animation. Familiar with Dreamweaver, basic Flash action scripting and basic HTML.

CLIENTS

AIGA, Athleta, Bacardi, C-Thru Ruler, CNET, Gap, Hallmark, HP, Janus, Kelloggs, Magnet Interactive, Mayo Health Clinic, Mercury Vehicles, Nissan Motors, Pre-K Now, SF Noisepop Festival, Nordstrom, Sunstar, Smith+Noble, Starwood Hotels, Sunglass Hut, Target and Walmart.

Portfolio may be viewed at <http://www.helenyang.com>. Recommendations and more info may be viewed at <http://www.linkedin.com/pub/1/77/859>.