

## Education

University of Connecticut  
Digital Media and Design,  
Motion Design and Animation  
Bachelor of Fine Arts, May 2020  
Honors Program  
GPA: 3.925

## Skills

Art Direction  
Brand Identity  
Platform Best Practices  
Motion Design  
Graphic Design  
Video Editing

## Software

Adobe After Effects  
Adobe Illustrator  
Adobe Photoshop  
Adobe Premiere  
Procreate  
Cinema4D



📷 @smheryl

🌐 <https://sherylwang.com>

in <https://www.linkedin.com/in/sheryl-wang/>

## Work Experience

### Caudalie

Digital Designer, Americas (2/24 - )  
Designs digital assets for 360 creative campaigns, including email, website, paid media, and print. Creates concepts for local campaigns, collaborating with E-commerce and marketing teams. Provides art direction and coordination for photoshoots.

### Beautyblender (1/24-2/24 )

Freelance Digital Designer  
Redesigned product detail pages for rebrand. Created PDPs for Rea Ann Silva's GMA segment.

### Shuttlerock

Creative Lead (1/22 - 1/23)  
Provided art direction, creative strategy, and best practice education to clients. Collaborated with customer and design teams to ensure quality work and client success. Explained design decisions to key stakeholders.  
Clients: Cabot, FAGE, Invesco, J&J, Kendo Brands

### Motion Designer (6/20 - 12/21)

Created social video and static assets for multiple platforms. Ideated, storyboarded, and workshopped creative with clients for delivery in sprint sessions. Assisted with regular production of assets as well as design hotfixes. Provided creative consultation to clients.  
(Freelance from 6/20 - 11/20)  
Clients: Sephora, MAC, Tushy, US Travel

### Shiseido

#### Design Intern (6/19 - 8/19)

Assisted the creative and art directors of the Shiseido and BareMinerals brands on various projects including product animations, assets for Instagram, Facebook, and Pinterest, and creating GIPHY stickers for use on Stories.