

Sherry Du

Product Designer

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SUMMARY

I am a UI/UX professional with working experience in web, mobile, and graphic design. I am well-versed in designing interactive and highly usable products. In addition, I am a professional artist with a good eye for aesthetics and visual language.

SKILLSET

SOFTWARE

Sketch
Figma
Principle for Mac
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe After Effect
Adobe Indesign
SketchUp (Architecture)
CAD
Lumion
2020 (Kitchen Design)
Chief Architect

METHODS & LANGUAGES

Wireframing & Prototyping
User-Testing & Research
Mobile & Desktop Design
HTML5, CSS

EDUCATION

M.A. -Web Design & New Media

Jun 2018 - May 2020
Academy of Art University

M.A. -Landscape Architecture

Jan 2014 - May 2016
Academy of Art University

B.A. - Environmental Art Architectural Design

Sep 2009 - Jul 2013
Xian Academy of Fine Art University

EMPLOYMENT HISTORY

UI UX Designer

CTC Food International / Jun 2019 - Jan 2021

- Worked in tandem with engineers, product managers to design creative and intuitive design solutions for the eCommerce website and mobile app.
- Designed deliverables such as wireframes and mocks to improve for a wide range of devices and platforms.
- Led the creation, organization, and distribution of project style guides, pattern libraries, and asset repositories.
- Maintained and enhanced eCommerce platforms such as Shopify, Magento, Godaddy.
- Produced visual assets for branding, marketing, social media, and merchandise.

Visual Designer

Teance Fine Teas / Feb 2019 - May 2019

- Redesigned the company brand: refined the color palette, revamp product packaging, print, and interior design.
- Updated website layout and media in Shopify and managed Google Analytics.
- I facilitated marketing initiatives: created video advertisements, presentations, and merchandising.

Interior Design Assistant

CBW Construction / Jan 2017 - Feb 2018

- Worked as an interior design assistant in an architecture company to draft 3D rendering of interior design, using AutoCAD and SketchUp.

Art Consultant & Teacher

QuanYou Online Teaching / Oct 2018-Present

- Working as an art consultant in an art institution to develop a clear understanding of the client's art needs and interests. I also work on some personal courses for individuals who want to get into the art field.

EXTRA-CURRICULAR ACTIVITIES

Lead Designer for Graphic

Blockchain Economic Forum / Jul 2018 / San Francisco

As a graphic designer in the item, our project called KryptoKeds awarded the running up of "companies" at the BEF.

India Basin Park Landscape Project Design

Academy of Art Spring Show / Jun 2016 / San Francisco

The project "India Basin Park" was shown at the Academy of Art University, Spring Show.