



## SARAH WU

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### WORK EXPERIENCE

#### **Critical Mass, New York, NY**

*Art Director | January 2012 – Present*

Responsible for designing and art directing online marketing materials for Citigroup's Reward Program. Presented work to clients and managed expectations.

#### **Disney Interactive Media Group, New York, NY**

*Lead Designer | November 2009 – November 2011*

Lead and conceptualized visual designs for the Disney Family Network of sites including Kaboose.com, FamilyFun.com, DisneyFamily.com and Babyzone.com. Collaborate with product, editorial, and design teams to define new experiences and art direction ranging from new site launches to social networking and mobile application.

#### **Agency.com, New York, NY**

*Designer | January 2008 – November 2009*

Designed and conceptualized microsites, banners and Facebook applications for British Airways, Del Monte, Snickers and Skittles' account. Collaborated with art directors and designers to create visual concepts for various web based projects.

#### **UGO Networks, Inc., New York, NY**

*Web Designer | July 2006 – December 2007*

Worked with the creative design team in a fast-paced environment. Designed and produced flash banners, microsites, and flash games. Also created compelling interactive web based projects for clients including Universal Studios, Toyota, Warner Bros and more.

#### **Condé Nast Publications, New York, NY**

*Graphic Design Intern | January 2006 – April 2006*

Worked closely with the art director at the B2B Marketing Department. Designed a variety of projects such as magazine layouts and advertisements.

#### **Jesco Lighting Group, Glendale, NY**

*Web/Graphic Designer | June 2005 – July 2006*

Designed and developed their website. Created all marketing materials including branding, catalogs, advertising, packaging and trade show graphics.

### FREELANCE EXPERIENCE

Jhchoi Studio, Magnetik NYC, ThumbPlay and China Trust Bank.

### AWARDS & RECOGNITION

Featured in The Web Designer's Idea Book Volume 2 | 2010

100 Artist Exhibition at Ouchi Gallery | 2010

Featured in Web Designer Magazine No.158 | 2009

Web Marketing Association Web Awards - Skittles.com | 2009

Horizon Interactive Award, Silver - Wholesome Goodness | 2009

Revolution Awards, Leisure & Travel - British Airways: T5 | 2009

### TECHNICAL SKILLS

Photoshop, Illustrator, InDesign, Acrobat, Quark, ImageReady, Dreamweaver, Flash, ActionScript, HTML, XML, CSS and XHTML.

### EDUCATION

#### **School of Visual Arts, New York, NY**

*Continuing and Professional Studies in Flash and Maya | 2007*

#### **Fashion Institute of Technology, New York, NY**

*Bachelor of Fine Arts in Graphic Design | 2006*

*Associate of Applied Science in Communication Design | 2004*