

# Caroline Shyu

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## PROFESSIONAL SUMMARY:

Creative Lead with 12+ years of experience driving innovative brand strategies and delivering impactful narratives across digital, interactive, social, and experiential platforms. Skilled in visual design, storytelling, team mentorship, and strategic design, with a proven track record in data-driven insights and cross-functional collaboration. Passionate about fostering inclusivity and connection through creative work.

## PROFESSIONAL EXPERIENCE

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

*Jan 2022 - Sept 2024*

- Spearheaded the development of scalable design systems and brand guidelines, ensuring cohesive and inclusive brand messaging across web, social, email, and in-product channels
- Led multi-channel marketing campaigns, crafting compelling product narratives to boost user acquisition and engagement across key touchpoints
- Directed brand photography efforts, including pre-production preparation, creative direction, on-site art direction, and retouching oversight, ensuring visuals aligned with campaign goals and reinforced brand identity
- Designed accessible, high-impact landing pages to strengthen Greenlight's digital presence and user engagement
- Managed internal and external partnerships, including social media agencies and photography vendors, to align on brand messaging and maximize campaign impact across digital and print channels
- Unified creative direction across teams to deliver high-quality outputs and a consistent brand identity
- Mentored a team of designers, fostering skill development, optimizing processes, and aligning creative efforts with business objectives to enhance team performance

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

*Jan 2021 - Jan 2022*

- Directed the creative strategy and social content vision for Fiat and Chrysler, developing interactive, visually engaging campaigns that resonated with diverse audiences and reinforced brand identity
- Conceptualized and executed social media campaigns, leveraging Adobe Creative Suite and motion graphics to elevate storytelling, while managing production partners to ensure alignment with strategic goals

### **Razorfish / Art Director**

*May 2020 - Jan 2021*

- Collaborated closely with cross-disciplinary teams, including engineering, to deliver interactive and user-centered designs for FiatUSA.com, ensuring functionality and brand consistency

### **Second Story / Senior Environmental Designer**

*Mar 2019 - May 2020*

- Designed interactive exhibit components that seamlessly integrated user insights and narrative storytelling, contributing to a cohesive and engaging user experience
- Partnered with UX and tech teams on journey mapping, material selection, and AV prototyping to ensure functional designs

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

*April 2018 - March 2019*

- Led concept development for experiential campaigns, creating compelling visuals that communicated client goals and enhanced customer engagement
- Fostered strong client relationships, ensuring creative alignment and clear communication throughout the project lifecycle

## ADDITIONAL EXPERIENCE

Boston Consulting Group / Senior Experience Designer

Sept 2017 - Apr 2018

Hargrove Inc. / Lead Designer, Experiential Marketing Production

May 2016 - Sept 2017

Hargrove Inc. / Senior Designer

Apr 2014 - May 2016

Expotechnik America Ltd / Exhibit Designer

Apr 2012 - Mar 2014

## EDUCATION

**Georgia Institute of Technology / Bachelor of Science in Industrial Design**

## ADDITIONAL SKILLS

### **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.

### **Language:**

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