



YI HE VERRETTE

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EDUCATION

Master of Fine Arts, Computer Graphics

Syracuse University, Syracuse, New York, 1996-1999
School of Visual and Performing Arts

Bachelor of Fine Arts, Graphic Design

Central Academy of Art and Design, Beijing, China, 1987-1991

OBJECTIVE

To obtain a position of Art Director/Senior Designer with unique opportunities. To leverage my design, management expertise to create high quality and distinctive projects. To collaborate with a diverse team in the development of small to large scale interactive and print projects.

EXPERIENCE

Owner, Creative Director, Miss E Graphics, San Jose, CA, December 2000 - Present

Designed and developed over 20 web sites plus interactive demos, software interfaces, icons, logos, rich emails and animated banners. Led projects through all phases of brand design from initial concept to final production for international & domestic clients in various industries. Clients have included Amity Systems, City Bank, Health Hero Network, Hunter Communications, ISE labs, Lightwave (JDSU), Philips Lighting, Tower Records, Postini, Sonics and Zonelabs.

Determined creative strategy for every project. Architected web sites including creating navigation, nomenclature, site maps, and screen flow schematics and functionality specifications. Conducted and analyzed feedback from focus groups and user testing. Executed all front-end development and facilitated back-end implementation.

Served as a design consultant for the Health Hero Network. Created and directed brand identities and brand systems including print collateral, corporate brochures, web sites, flash product demos, advertising, promotional materials, exhibition art work, and video storyboards.

Senior Visual Designer, Sonics, Inc., Mountain View, CA, March 2001- September 2002

Directed the look and feel of the company's image on the web. Redesigned and architected two launch efforts including brainstorming new functionality and features. Conceived graphic design layouts and functionality for Sonics' many web sites, include corporate site, intranet and SocWorks website. Designed trade show advertising which included print materials, data sheet fliers and presentation materials. Created post presentation forms, image files, flash banners, animation, and press releases.

Graphic Designer, US Interactive, Cupertino, CA, August 2000 - March 2001

Served as a graphic designer for large scale projects including CommerceOne business to business ecommerce web site. Collaborated with large project teams consisting of designers, information architects, writers, project managers, programmers and producers. Led client design reviews, attended key project meetings and presentations.

Worked with a team and created Citibank business to business CD ROM product interactive demonstration. Developed a concept design for Kaiser Permanente corporate web site.



Technical Designer, Lot21 Interactive, San Francisco, CA, December 1999 - August 2000

Created a variety of marketing banners, ad jumps, splash pages, micro sites, and email news letters. Collaborated with producer and art director present designs to clients. Mediated on project scheduling and managed vendors. Project include eStamp product flash demo, Tupperware check out screen advertising screen, Webvan desktop applet demo, Palm Computing and Pets.com banner, Unilever micro site.

Graphic Design Intern, TeamInteract, South Brunswick, NJ, May 1998 - August 1998

Implemented corporate web site development as part of a team for Phillips Lighting. Designed interactive in-store Kiosk for Tower Records. Service as a team member for creating corporate web site for Decoration and Design Building.

Teaching Assistant, Syracuse University, fall 1998 - spring 1999 (instructor of record)

Instructor for senior and junior students in Introduction to Computer Graphics. Instructed courses in Photoshop, Director and Flash.

Systems Administrator, Syracuse University, Syracuse, NY, September 1996 - May 1999

Graduate student instructor for visual and performing arts department. Delivered instruction to computer graphic design to graduate and undergraduate students. Maintained student computer lab as systems administrator and instructor.

Computer Animator, SinoRail International Digital Vision, Ltd., Beijing, China, 1991 - 1996

Created digital 3D animation, 3D modeling, future film, commercial video, movie, and television special effects.

Production Manager supervising the post production department. Manage daily operations such as proposal writing, new business generation, vendor interviews, partnership development, hiring and accounting. Lead all meetings and presentations. Track schedules and budgets. Communicate with clients. Managed and supervised an office of 7 fulltime employees.

COMPUTER SKILLS

Applications

UNIX: Alias, Wavefront, SoftImage, Maya.

Mac, Windows: Flash, Dreamweaver, Director, Photoshop, Illustrator, InDesign, QuarkExpress, HTML, CSS, Fractal Painter, Adobe Premiere, AfterEffect.

Programming

Unix, Zope, Director Lingo, JavaScript.

AWARDS

2002 - 2003, Golden Web Award Winner, Wedding Website Design, OurPerfectDay.
2002, Webmaster Award Winning Website, Wedding Website Design, OurPerfectDay.
2000, @d.tech 2000, Gold Award, Best Direct Response Marketing Campaign, eStamp Product Tour.
1996 - 1999, Graduate Assistantship, Syracuse University, School of Visual and Performing Arts.
1998 - 1999, Teaching Assistantship, Syracuse University, School of Visual and Performing Arts.

EXHIBITION

1998, As Worlds Collide, SIGGRAPH 98.
1997, As World Collide, ISEA '97 International Symposium of Electronic Arts.
1996, Beijing International Computer Art, CAD Advertising and Publishing Exhibition Award.

References available upon request.