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## FULL TIME WORK EXPERIENCE

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### *Gin Lane Media, Lead Interactive Designer*

06/11 - present

- Responsible for leading projects from start to finish, including initial idea brainstorming, constructing information architecture, generating styleguide and implementing visual design
- Design for various mediums including websites and mobile applications
- Current clients include: Adidas by Stella McCartney Spring/Summer 2012, Helmut Lang, Trendabl

### *ABC News Digital, Senior Web Designer*

09/10 - 06/11

- Responsible for site wide visual redesign, ipad and mobile app design.
- Manage and art direct in-house team of designers, overseeing and coordinate day -to-day operations.
- Redesign ABC News iPhone App from wireframes, flow charts, to finalized designs and assets.
- Work closely with Creative Director on project planning, design review sign-offs and team management.
- Create & maintain styleguide for interim CSS homepage design refresh.
- Translate wireframes to visual design such as story page & various mobile apps.
- Inspire in-house team of designers by informing current design trends.

### *eMusic.com, Senior Web Designer*

12/07 - 06/10

- Responsible for site wide visual redesign including homepage, album page, and artist page.
- Collaborated with project managers, engineers, and editorial to ensure best user experience on site design.
- Worked closely with the marketing team to create weekly newsletter templates and special sales promos.

### *Barnes & Noble.com, Web Designer*

09/05 - 08/07

- Responsible for the redesign of browse, bookclub, and kids sale pages.
- Lead designer for the Harry Potter series including mini-site landing page and promo graphics.
- Directed product photo shoots for featured products.

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## FREELANCE WORK EXPERIENCE

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### *PoochClub.com, Socio X, Freelance Web Designer*

06/10 - 03/11

- Complete website design from concept brainstorming to wireframes and final design
- Designed main product packaging

### *GetBack Live.com, Freelance Art Director*

11/10 - 01/11

- Complete site and identity redesign for legendary band, "Emerson Lake & Palmer."

### *Remnant Westside Church, Freelance Art Director*

03/07 - 05/10

- Complete site and identity redesign.
- Managed and art directed designers to complete site requirements

### *Reiko Utsugi, Freelance Art Director*

02/10 - 03/10

- Complete site and identity redesign.
- Design business cards.

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## EDUCATION

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**Parsons School of Design, BFA  
Communication Design**

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## REFERENCES

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References available upon request  
Portfolio: [www.yvonnellao.com](http://www.yvonnellao.com)

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## INTERESTS

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Working, exploring, and playing,  
not in any particular order