

JOANN C. SUN

DESIGNER + ILLUSTRATOR

SKILLS

Adobe Creative Suite
(Photoshop, Illustrator,
InDesign, After Effects)
Microsoft Office
Sketch
Figma

EDUCATION

Otis College of
Art and Design
Motion Graphics
2012 - 2016

CONTACT

joanssun0@gmail.com

WEBSITE

www.joanimal.com

ABOUT

As a versatile graphic designer and illustrator with over 8 years of experience in art direction and visual design, I bring a diverse skill set encompassing everything from motion graphics, ad campaigns, branding, social media, video games, and UI design. My passion lies in developing and executing high-level creative concepts, whether through direct client interactions, collaborative team efforts, or leading small and large scale projects to deliver results that consistently surpass expectations.

EXPERIENCE

One North

Freelance Art Director & Design Lead | May 2022 - March 2023

- Led innovative design execution for Booking.com's internal benefits campaign, creating diverse marketing materials for social platforms and revitalizing the campaign's visual identity.
- Spearheaded digital signage initiatives for United Airlines, managing and producing thousands of screens across nationwide airports while aligning with the new brand style.

Factor

Freelance Senior Designer | February - April, September - November 2022

- Orchestrated a pivotal presentation deck for a critical client stakeholders meeting.
- Delivered an extensive graphics package, featuring numerous iconography and illustrations for websites and presentations.
- Revamped wireframes to elevate client website aesthetics and user experience.
- Pioneered the visual identity for the client's presence at KMWorld 2022, designing a spectrum of printed and digital artifacts, including tradeshow banners, brochures, flyers, swag, and presentation slides.

Deloitte Digital

Senior Visual Designer & Illustrator | September 2018 - February 2022

- Executed multi-million dollar projects encompassing campaigns, branding, marketing materials, websites, social media, visual prototypes, and presentation decks from conceptualization to completion.
- Presented to key stakeholders and diverse clientele, contributing to successful pitches and driving new projects and revenue.
- Collaborated with renowned clients such as Allergan, Armor All, CDC, Exelon, Gateway Health, Humana, Marriott, Melinda Gates Foundation, NYPA, Pilot Flying J, Synovus Bank, Meta

Microsoft, Turn 10 Studios

Senior Visual & UI Design Lead | January 2017 - July 2018

- Designed and implemented an array of graphics, logos, and icons for in-game integration.
- Managed and organized a substantial library of images for 4K and HD resolutions.
- Oversaw the seamless integration of over 5,000 in-game assets, ensuring visual consistency.
- Developed intuitive UX flows and wireframes to enhance game interactions, in close collaboration with cross-functional teams.

We Are Royale

Freelance Designer | June - October 2016, January 2017

- Created captivating pitch decks, style frames, and graphics packages for advertising, marketing, and broadcast purposes, catering to esteemed clients like Amazon, Comedy Central, Hanes, Nickelodeon, Riot Games, and Grainger.

Brand New School

Freelance Designer | May - July 2015

- Conceived unique and on-brand design concepts for esteemed clients including Taco Bell, Ebay, Honda, Nutella, Hood Creamery, and Slack.