

# s u k i · s o o

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Creative storyteller and problem solver partnering with luxury brands to create visually impactful, memorable and emotional connections with their customers through designing user friendly brand and e-commerce digital experiences.

## Clients

## Experiences

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Apple

Burberry

One&Only Resorts

The Peninsula Hotels

Bulgari Hotel & Resort

De Beers Diamonds

Shu Uemura

Cadillac

Pat McGrath Labs

Frye Boots

Oscar de la Renta

NARS Cosmetics

David Yurman

Samsung

Coach

Penfolds Wine

### **Freelance Senior Art/Design Director, Digital**

Self-employed, NY. April 2014 – Present

*Craft bespoke brand experiences, content solutions, and art direction in the digital space. Freelance agency experiences include ROKKAN, AKQA, Critical Mass, Publicis Groupe, SapientRazorfish, Wondersauce, and Sweden Unlimited. Client works include Apple, One&Only Resorts, Cadillac, Pat McGrath Labs, Ever/Body, etc.*

The Science Project, NY. 2019

*Design lead of digital flagship for client PatMcGrath Labs, a world renowned luxury makeup artist brand.*

Ever/Body, NY. 2018

*Provide digital solutions for Ever/Body, a start up beauty + wellness brand that specialized in high tech beauty services.*

Sapient Razorfish, NY. 2017

*Concept and design UI for the the holding company, Publicis video announcement of Marcel – the first-ever professional assistant platform powered by artificial intelligence and machine learning. Other responsibilities include leading design team on pitch work.*

Critical Mass, CA (Apple Inc). 2016-2017

*Design lead for revamping the Apple design system launched in iOS10 with the newly designed typeface – San Francisco. Reimagine all the design choices across different design disciplines and locales, from branding to digital, from Europe and Middle East to U.S. and Asia.*

Publicis, NY. 2015-2016

*Concept and design for the digital extensions of the 2016 Oscars Cadillac campaign. Key responsibilities include design and content strategy for Dare Greatly – a digital content hub for client Cadillac as well as managing the social team designers.*

ROKKAN, NY. 2014-2015

*Design lead for concept and execution of hotel booking website for award-winning One&Only Resorts, that offers awe-inspiring luxury with world-class facilities and amenities.*

Wondersauce, NY. 2014

*Design lead for HODINKEE – an e-commerce website, blog and co-creator for vintage and high end watches. Design lead for BoneFishGrill – website for an American casual dining seafood restaurant chain.*

AKQA, NY. 2014

*Create the digital design system for PIMCO – one of the world's premier fixed income managers, partnering with institutions, advisors and millions of individual investors seeking the best investment solutions.*

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**Art Director** – Jr. Art Director – Senior Designer  
CreateTheGroup, NY. March 2010-April 2014

*Design lead for creating bespoke digital solutions for luxury clientele. Clients include The Peninsula Hotels, Burberry, De Beers, Bulgari Hotel & Resort, Shu Uemura, Frye, Oscar de la Renta, NARS, David Yurman, Coach, Belstaff, and Pensfold Wine.*

### **Art Director**

pLot Multimedia, NY. September 2008- March 2010

*Key responsibilities include designing e-commerce websites for clients: PatrikErvell, RivingtonClub, MyTrainerBob, TheComeUp, PublicSchoolNYC and RockstarFresh. Social media marketing campaign for Toyota Venza & Yaris, Powerplayed, Lemar&Dauley, NubianHeritage and the redesign of the company website.*

### **Art Director Intern**

VML, NY. 2008 Summer

*Collaborate with Art Director & Developers on world famous accounts such as Adidas and Office Depot. Brainstorming ideas, create mock-up for client presentations. Responsible for art direction and the design of the presentation titled "How Brands Speak to Me" for the CEO of VML, Matt Anthony to be used as introductory presentation for new clients of VML.*

## Education & Programs

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### **Bachelor of Fine Arts, Graphic Design**

Rochester Institute of Technology, NY  
2004-2008

*Proficient in Sketch App, Adobe Creative Suites, Prototype Tools, Microsoft Office.*