



• meifei **suki** soo

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## design skills

UI & UX Design  
Information Architecture  
Advertising Design  
Corporate Identity  
Editorial Design  
Packaging Design  
Environmental Design  
Typography  
Logo Design

## technical skills

Adobe Creative Suite 4  
Microsoft Office  
Acrobat Professional  
HTML & CSS

## experience

### Art Director

*pLot Multimedia Developers, New York, NY | October 08 - October 09*

- Responsible for designing the user interface of E-commerce websites including RivingtonClub.com, HydenYoo.com and PublicSchoolNyc.com.
- Collaborate with Creative Director for the creation of banner campaign for Toyota Venza & Yaris. Other duties include building wireframes, UX design and newsletter design for clients such as Lemar&Dauley.com, PatrikErvell.com and YellowRatBastard.com.

### Art Director Intern

*VML Advertising Agency, New York, NY | June 08 - August 08*

- Collaborate with Art Director & Flash Developer in website development and banner ads for world famous accounts such as Adidas, FatWire, SunTrust and Office Depot.
- Responsible for art direction and creative output of "How Brands Speak to Me" presentation which had been requested by the president of VML, Matt Anthony to be used for new business pitch.

### Graphic Designer

*RIT Singers, Rochester, NY | November 07 - May 08*

- Design music programs for RIT concerts and music-related events.

## education

B.F.A in Graphic Design, Minor in Japanese  
*Rochester Institute of Technology, Rochester, NY*  
Graduate with honor                      GPA 3.5/4.0

## honors

Dean's List 2004 - 2008  
RIT Grant Scholarship 2004 - 2008  
Member of AIGA, RIT Singers, RIT CSSA