

CINDY SON

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skills

design

Packaging Design
Print Design
User Interface
Web Design
Logos & Stationary
Store Displays/Headers
Mockups
Digital Renderings

UX

Design Research
Empathy Mapping
Personas, User Stories
Sitemap creation
Sketching
Wireframing
User Flows
Low Fidelity Testing
Prototyping
Usability Testing
A/B Testing
Focus groups
iOS & Android platforms

Other Notable Skills

Excellent collaborator and communicator
Positive team player
Solution oriented problem-solver
Empathetic & Active listener
Proactive and self-directed
Reasonable negotiator
Exceptional role model and leader
Comfortable managing trade offs
Able to execute concepts quickly

education

Cal Poly Pomona
Bachelor of Fine Arts, Graphic Design, 2004
Springboard UX Design Course Certification, 2019

competency & leadership

Avery Products Corp., CCL Industries Inc.

Senior Creative Content & Packaging Designer
2011-Present

- Collaborate with Product Marketing, Product Engineers and Supply Chain to launch new label materials and shapes into retail stores and ecommerce giants such as Staples, Walmart and Amazon
- Synthesize consumer insights feedback into feasible design decisions that improved overall satisfaction with consumers and increased traffic on avery.com and other channels
- Spearhead all product photography for the the labels business category, which includes art direction, photography style and final production
- Support existing product awareness and findability through packaging and PDP image asset optimization
- Facilitate Procurement and Supply Chain initiatives through packaging including revisions, dieline changes, and artwork management to new suppliers
- Create image renderings for customer sell-in. Customers include Staples, Office Depot, Sams Club, Walmart, Target, SB Richards and Amazon
- Deliver solutions to retail customer store needs for imagery and online content by collecting data and implementing solutions
- Enforce and preserve the Avery brand guidelines and overall brand positioning
- Direct and guide junior designers and production artists on solutions to design roadblocks
- Research competitors to analyze and define best practices for ecommerce presence of packaging and image content
- Integrate user feedback and business requirements iteratively into ongoing product experience updates

Freelancer

2009-Present

User interface graphics, User research, consumer electronic packaging, logo's, signage for Consumer Electronic Shows, personal and professional websites, greeting/holiday cards, wedding invitations/programs, sales sheets, and brochures

Imation Corp. (Memorex Consumer Division)

Graphic Designer

2005-2009

- Collaborated with creative team to design and produce packaging artwork for marketing and promotional materials
- Corrected die lines to packaging artworks
- Proofed samples for color and copy