

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 ecommerce digital experiences.

Clients

Apple
Burberry
One&Only Resorts
The Peninsula Hotels
Bulgari Hotel & Resort
De Beers Diamonds
Shu Uemura
Cadillac
Frye Boots
Oscar de la Renta
NARS Cosmetics
David Yurman
Samsung
Coach
Penfolds Wine

Experiences (Freelance)

Digital Design Director

SukiSoo, NY. Apr 14-Now

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, etc.

Associate Creative Director

Sapient Razorfish, NY. May 17-Nov 17

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.

Art Director

Critical Mass, CA (Apple Inc). Jun 16-Mar 17

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.

Senior Art Director

Publicis, NY. Oct 15-Mar 16

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.

Senior Art Director

ROKKAN, NY. Dec 14-Oct 15

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.

Senior Art Director

Wondersauce, NY. Jun 14-Sept 14

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.

Senior Art Director

AKQA, NY. Apr 14-Jun 14

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.

Experiences

Art Director

CreateTheGroup, NY. Mar 13-Apr 14

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.

Junior Art Director

CreateTheGroup, NY. Mar 12-Mar 13

Senior Designer

CreateTheGroup, NY. Mar 10-Mar 12

Art Director

pLot Multimedia, NY. Sept 08-Mar 10

Key responsibilities include designing e-commerce websites for clients: PatrikErvell, RivingtonClub, MyTrainerBob, TheComeUp, PublicSchoolNYC and RockstarFresh. Collaborate with Creative Director for the creation of banner campaign for Toyota Venza & Yaris. Other duties include user interface design and newsletter design for clients such as Powerplayed, Lemar&Dauley, NubianHeritage and the redesign of the company website.

Art Director Intern

VML, NY. Jun 08-Sept 08

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

Bachelor of Fine Arts, Graphic Design

Rochester Institute of Technology, NY
2004-2008

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