

SYLVIA P. YOCHUM

DIGITAL CREATIVE DIRECTOR

DETAILS

PHONE

5163611621

EMAIL

spywebmethod@outlook.com

LINKS

spywebmethod.com

SKILLS

Interpersonal Skills



UI Prototyping



Digital Marketing



UX Research



Creative Thinking



Responsive Design



Adobe Creative Suite



Wireframing



Analytics



HTML/CSS/SASS



Wordpress PHP



JavaScript



EMPLOYMENT HISTORY

Digital Creative Director for the Marketing and Media Group, Access Intelligence

New York, NY

Jan 2019 — Present

- Spearhead design optimization of key selling pages and digital products for the development team.
- Work with colleagues in editorial, marketing, sales and event management to create new products or fine-tune existing sites.
- Use data and research to help drive the appropriate improvements that will not only increase user engagement, but also increase revenue.
- Lead the production process and keep marketers and developers on task to maintain tight deadlines.

Senior Front-End Designer and Developer, Access Intelligence

New York, NY

Jun 2012 — Jan 2019

- Work with clients directly to manage production and expectations.
- Manage multiple projects and maintain tight deadlines.
- Optimize frontend CSS performance and stay on top of latest techniques.
- Efficiently convert design comps to production-ready, compliant HTML/CSS frontend code.
- Proficient in Bootstrap for Responsive formatting.

Senior Web Designer/Developer, WorldNow

New York, NY

Aug 2005 — May 2012

- Design innovative, user-friendly interfaces to support all new online products (e.g. Content Management Systems, streaming video, desktop applications etc.).
- Concept and design the look and feel of various seasonal content channels and initiatives, along with all associated marketing collateral.

EDUCATION

Bachelors in Fine Arts, Minor in Digital Arts and Design, Long Island University

Long Island, NY

Sep 2001 — Jun 2005