

# SYLVIA P. YOCHUM

DIGITAL CREATIVE DIRECTOR

## DETAILS

### PHONE

5163611621

### EMAIL

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## LINKS

[spywebmethod.com](http://spywebmethod.com)

## SKILLS

Interpersonal Skills



UX Prototyping



UX Research



Digital Marketing



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