

SYLVIA FOURES

+1.808.292.6703

SYLVIAFOURES@GMAIL.COM

WWW.SYLVIAFOURES.WORK

MARKETING

Digital Marketing
Social Media

PROJECT MANAGEMENT

JIRA, Monday, Wrike

DESIGN

Branding, Art Direction
Graphic Design
Web Design

USER EXPERIENCE

ADA Compliance
Information Architecture
Site Mapping
Wireframes

FRONT-END DEVELOPMENT

CSS, HTML5
BlackBaud, Joomla
Shopify, Squarespace, Umbraco,
Wordpress

APPLICATIONS

Adobe CS, Axure, Cvent
Figma, Mailchimp
SiteImprove, Spark AR, Unity

CONTINUING EDUCATION

Luxury Fashion Marketing
& Digital Influence
ESSCA Paris, France

Foundations of UX Design
Google, Coursera

Ergonomics
University of Derby
Derby, UK

EDUCATION

MS, International Business 4.0
& Luxury Marketing
expected June 2023
ESSCA Paris
Paris, France

BA, Visual Arts, Graphic Design
Rutgers University
New Brunswick, NJ

AAS, Fashion Design
Parsons School of Design
New York, NY

Multi-faceted designer with 10+ years of experience in UX, Graphic and Web Design, Development, Digital Marketing, Branding and Art Direction. Designing in the physical and digital world.

ART DIRECTOR/UX DESIGNER

VARIOUS CLIENTS | PRESENT

Independent contractor as an award-winning designer for branding and identity, art direction, graphic design, web design. Clients have included Anthology Marketing/ Finn Partners, Bertelsmann Online, Bristol Myers-Squibb, Goldman Sachs, Howard Hughes, McGraw-Hill, MVNP, Santa Clara University, and World Wildlife Fund.

DESIGN DIRECTOR

SF.FLEUR, HONOLULU, HI | 2019 - PRESENT

Founded, design for and operate a floral studio servicing special events, marketing activations and editorial. Collaborate with photographers, stylists and freelancers. Manage daily business operations: proposals, production timelines and budgets for events, sourcing and costing, accounting. Marketing: social, graphic/ web design, Shopify and Etsy stores, content creation. Clients include Beyond Monet - Honolulu, Howard Hughes/Ward Village. Work featured in publications.

DIGITAL DESIGNER - COMMUNICATIONS

PUNAHOU SCHOOL, HONOLULU, HI | 2019 - 2022

Designed and executed digital communications for special events, fundraising and development and school-wide communication with emails sent estimated at 1 million/ yr. Managed and redesigned an enterprise website. Key contributor in designing and launching e-commerce sites to support the institution's once a year financial aid fundraiser. E-commerce stores grossed \$1.2M in 2021.

SENIOR EXPERIENCE DESIGNER

ANTHOLOGY MARKETING GROUP, HONOLULU, HI | 2016 - 2019

Served as the Creative/UX Lead on projects from concept through launch and led the design team in client-facing roles directly reporting to the VP of Experience Design. Contributed to RFPs, pitch decks, estimates, project management and creative briefs.

EXPERIENCE DESIGNER

ANTHOLOGY MARKETING GROUP, HONOLULU, HI | 2014 - 2016

Took on the additional responsibilities of the Senior UX Designer from Q2 through the end of the fiscal year which enabled the department to maintain productivity and stay on project timelines without loss. Produced work that received design awards which contributed to recurring client work and procurement of new clients.

DESIGNER

MRM/MCCANN, PRINCETON, NJ | 2010 - 2012

Designer for global and national brands including Avis, Budget, Bristol Myers-Squibb (Orencia), Educational Testing Service (TOEFL, TOEIC, GRE, Praxis, TOEFL Junior) and Sepracor (Lunesta).

OWNER/DESIGNER

SYIVA JEWELRY, BALI, INDONESIA | 2003 - 2007

Developed an accessories brand produced in Indonesia exporting to US and Japan. Managed daily operations: design, sourcing, costing, overseeing manufacturing/ production, quality control, import/export, accounting and sales - wholesale and retail. Also designed, developed an e-commerce store, branding, packaging and marketing materials.