



Cyrelle DeCou

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About Me

I am an Oakland-based digital creative with more than 10 years of experience and offering a versatile skill set. My passion is for all things visual and how they interact with people and their lives, which motivates me to create work that connects with my audience.

Currently, I am looking to join forces with a great team in the print or web design community. I am seeking a role and position where my skills can be fully tested, fostered, and utilized.

Skills

Design concepts

- Visual communication in multiple mediums
- Strong understanding of best practices for color, typography, and composition
- E-commerce marketing and UI design
- Print processes and pre-flight
- Production and asset management
- Product photography and image editing

Expert level software

Adobe Creative Cloud : Photoshop / InDesign / Illustrator / Acrobat / Bridge / Typekit

Other Software/Services

Squarespace / Sketch / Mailchimp / Atom

Basic web coding skills

HTML5 / CSS3

Office productivity software

Word / Excel / Powerpoint / JIRA

Teamwork

- Working to deadline
- Mentorship of junior designers
- Strong team ethic

Experience

Senior Visual Designer

Delivery Agent

2007 – 2016

- Created engaging and compelling website, email, and promotional materials (print and web) from concept to launch for various clients including:

Discovery Channel	NBC	Jessica Simpson	Dunkin Donuts
Oprah	ABC	1791 Supply and Co.	Rachel Ray
HBO	Fox	Stand Up 2 Cancer	UFC
FX	History Channel	The Simpsons	Playboy
Showtime	A&E	Pepsi	Boston Celtics
CBS	Bravo	Food Network	New York Knicks

- Managed a workload of creating five web store launches as well as my day-to-day promotional work in less than 3 months and delivered everything on time.
- Provided mentorship and training to junior designers, contractors, and interns.
- Developed branding guidelines and templates for new clients including: Oprah, Jessica Simpson, Stand Up 2 Cancer, and 1791 Supply and Co.
- Owned the creative process from brief through final product and worked closely with Merchandising, Business Management and Marketing teams to ensure my work delivered positive business outcomes.
- Worked closely with UX and Engineering teams when designing websites to make sure users had the most seamless and optimal experience on the web stores. Developed branding guidelines and templates for new clients.

Graphic Designer

Boxport

2005 – 2006

- Performed a variety of creative tasks including designing corporate materials, product photography, image editing and retouching for both web and print.

Print Designer

CMP Media

Drive Magazine

Paradises ink!

2002 – 2007

- Produced page layouts for magazine articles and advertorials, as well as designing ad banners for advertisers.
- Focused on creating appealing presentations through image choice, editing, and clean design.
- Worked closely with managers and copywriters to deliver quality work.

Education

University of California
at Santa Cruz

1996 – 2000

Bachelor of Art: Digital Media and Photography