

YUEN HOM

I am an XD Designer and Senior Art Director with over 20 years of agency and freelance experience. I work in whatever medium is right for the concept and I play nice with others.

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yuenhom.com

EXPERIENCE

Senior Designer (2021 – 2023)

Campbell Ewald / Detroit, MI

- Led design for OnStar's First Podcast "Tell Me What Happened"
- Created web & mobile designs for Mutual of Omaha, Motorcity Casino and Hotels, ShiftMed.

Owner / Creative Director (2000 – now)

Yuen Advertising LLC / Bloomfield Hills, MI

Senior Experience Designer (April - Nov., 2021)

VMLY&R / Detroit, MI

- Developed interactive mockups and prototypes for Ford Motor Company's website such as F-150 and Bronco vehicle pages as well as several other high profile vehicle home & features pages.

Senior Art Director (2020 – 2021)

Leo Burnett / Detroit, MI

- Digital CRM and Site model year updates and launch Buick, GMC, and Hummer.

Lead Experience Designer (2017 – 2020)

Digitas / Detroit, MI

- Developed high fidelity interactive prototypes for internal design validation using Sketch & Invision App.
- Complete design overhaul of the corporate.dow.com
- Collaborated across multidisciplinary teams on multiple projects.
- Interfaced directly to clients to present design ideas and garner feedback.

Senior Art Director (2015 – 2017)

McCann Worldwide / Birmingham, MI

- Led design on ALDI's new California launch.

UX Designer (2014 – 2015)

Riis/DTE Energy / Detroit, MI

- Developed design interfaces and graphics for company website.
- Creation of complex interactional or transactional interfaces and prototypes.
- Working in the Web/Mobile channel, developing and implementing high-level design of User interfaces with detailed written specifications.
- Established and managed a high-standard visual style guide to ensure design consistency and efficiency.
- Composed design comps across multiple channels including web, responsive web and mobile applications using Adobe Suite.
- Collaborated closely with business analysts and developers in an Agile environment.
- Participated in monthly usability testing, and transform findings into design enhancements.
- Design Lead of "Current Bill" and "Payment Center".

Senior Digital Art Director (2012 – 2013)

Goodby Silverstein & Partners - Commonwealth | McCann / Detroit, MI

- Creation of mockups for vehicle pages for chevrolet.com
- Developed digital retail campaigns to follow Chevy's retail advertising.

EDUCATION

Center for Creative Studies Detroit, MI

BFA/Art Direction

SKILLSET

Brand Development
Logo & Identity Design
Visual Design
User Experience
User Testing
Interaction Design
User Interface Design
Design Systems/Style Guides
Email Marketing
CRM
Social Media Campaigns
Print Design
Photography
Fluent in Chinese (Cantonese)

TOOLS

Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe XD
Sketch App & Invision
Keynote
Microsoft Suite
Mac OS
PC Proficiency



“We have to continually be jumping off cliffs
and developing our wings on the way down.”

-Kurt Vonnegut