

Sherman Huang

Interactive Developer/Designer

CONTACT

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EDUCATION

The Art Institute of
California - San Francisco
Bachelor of Science
Media Arts & Animation

MARKETING SKILLS

- Social Media
- Online Advertising
- Web Design and Optimization
- Creative Process (Pre/Production, Product Delivery, Client Support)

TECHNICAL SKILLS

- Adobe Software Suite
- Javascript, HTML & CSS
- Web Optimization
- Illustration/Design
- Storyboarding/Animation
- Image Manipulation

EXPERIENCE

True North Inc., Creative Technologist, SAN FRANCISCO, CA. 2016 – 2019

- Researched and developed web technology for online display content
- Created and managed display campaigns based on the needs of clients
- Worked alongside cross functional teams to identify problems and needs, continuously providing feedback loop to management and colleagues
- Taught and mentored junior team members in creating web assets
- Developed templates for email and web content

True North Inc., Interactive Developer, San Francisco, CA. 2014 – 2016

(In addition to Sr. Production Artist responsibilities)

- Translate Flash to HTML5/Javascript ads to stay up to date on web standards
- Manage and edit wordpress pages for internal preview and live sites

True North Inc., Senior Production Artist, San Francisco, CA. 2009 – 2014

- Coded and optimized Adobe Flash rich media and ensured web compatibility
- Designed ads for optimal user interaction and user experience
- Created website skins based on assets provided by multiple clients/brands
- Coded emails for client ad campaigns for deliverability and viewing capacity across all email providers & device platforms
- Ensured accurate and optimized email sends based on client timeline
- Educated clients on technological improvements in Flash animation and rich media ads
- Taught and mentored junior team members in coding Adobe Flash rich media and animation

Freelance Flash Designer and Developer, San Francisco, CA. 2008 – Present

- Designed and storyboarded ads for clients including Like.com, Myspace.com, True North Inc.
- Designed website skins/templates
- Programmed flash ads to client specifications
- Prepared assets for flash banners and gifs
- Compressed flash ads for lower bandwidth connection compatibility

Butler, Shine, Stern and Partners, Flash Developer, Sausalito, CA. 2007 - 2008

- Created flash animation and gif ads across multiple brands
- Provided creative feedback and suggestions in the design process of ads
- Designed and finalized layouts for specific campaigns
- Storyboarded animations for banner animation ideas and concepts
- Optimized interactive media for different internet connection speeds