

Irene Milani Yu
Visual Designer
WWW.LIMELIGHTVENTURES.COM

WORK EXPERIENCE

December 2011

Visual Designer | Beyond International, San Francisco, CA

- Created UI designs for Google

October 2010 - December 2011

Visual Designer | Electronic Arts, Redwood Shores, CA

- Created UI designs for The Sims 3 website focusing on user experience
- Designed icons, badges and trophies

May - October 2010

Visual Designer | Red Shift Interactive, San Francisco CA

- Created UI designs for Symantec's Norton anti-virus product website
- Created a Norton style guide that will help them keep their design layouts consistent
- Created UI designs for Cisco's iPad Enterprise Sales App

February - May 2010

UI Designer | Bridge Design, San Francisco CA

- Created UI and UX designs for Abbott's touchscreen glucose meter device
- Designed icons and created personalization concepts

January - February 2010

Visual Designer | Kid Bombay, San Francisco, CA

- Created UI and UX design for the official English Premiere League soccer Facebook game

November 2009 - May 2010

Visual Designer | Electronic Arts, Redwood Shores, CA

- Designed flash banners and other visual elements for The Sims 3 game homepage
- Designed badges and icons for The Sims 3 online store

October 2008 - Present

UI Designer | Peanut Butter Interactive, San Francisco, CA

- Designed and developed website and branding projects for clients across retail, banking, music, lifestyle, medical and construction industries
- Experience working with business users and engineers
- Clients: Akon (platinum selling hip hop icon), Tytania Rose, The StoreBook, Lotus Foods, Dream Body Spa, King's Asian Gourmet, Srinika Healing, Chitta Happens, VJ Peace

April 2009 - June 2009

Visual Designer | Vast.com, San Francisco, CA

- Redesigned Overstock Real Estate Search Listing Page, Search Results Page and iPhone Application
- Redesigned a fresher look for Kelly Blue Book's Search Listing and Search Results Page

April 2008 - September 2008

Interactive Designer | Gumas Advertising, San Francisco, CA

- Designed and developed interactive and static websites and rich media ads
- Clients: San Francisco Giants, Aerielle, U.S. First Credit Union

March 2006 - October 2006

Web / Flash Designer | Arami Design, San Carlos, CA

- Created layouts and design concepts
- Designed corporate identity and marketing collaterals
- Designed and developed static websites and flash banners
- Clients: Bay Area Aesthetic Surgery, Nimsoft, Leverage Software, Cittio

April 2002 – August 2004

Web & Interactive Designer | Spoon Interactive, Manila, Philippines

October 2000 – January 2001

Graphic Designer | J. Walter Thompson, Manila, Philippines

EDUCATION

2008 MFA. New Media

Academy of Art University, San Francisco, CA

2001 BFA. Multi-Media Arts

De La Salle University, Manila, Philippines

SPECIALTIES

- User Interface & User Experience Design
- Interaction Design and Information Architecture
- Branding
- Video Editing
- Iconography
- Typography
- Adobe Creative Suite
- SEO, HTML, CSS, Flash Action-Script 2 and 3