

# Rikki Lee Jew

## *Interactive Design*

### *Experience*

#### IT Cosmetics

Senior Manager, Digital Design | July 2015-March 2017

Concept and execute assets for digital campaigns across email, site and paid media channels. Suggest creative solutions for business requirements resulting in performance improvements and better user experiences. Collaborate with cross-functional teams to ensure brand consistency and unified direction. Mentor a team of junior and senior designers.

#### e.l.f. Cosmetics

Senior Interactive Designer | October 2011-July 2015

Oversee site, email and print project life cycle from conception, photo shoots, development to testing. Concept and create responsive and mobile editorials, homepages and special event landing pages. Beta test to improve conversion and create a more engaging user experience. Mentor junior designers.

#### Estée Lauder

Web Designer | May 2008-September 2011

Design homepage graphics, on-site and off-site promotional offers, internal marketing animations, featured product and press pages, emails and national advertisement graphics for retailers such as Nordstrom, Macy's, Saks Fifth Avenue and Neiman Marcus.

#### Newsweek

Web Producer | April 2007- April 2008

Edit and correct XML files for web standard compliancy on Newsweek.com. Manage team of off-site employees by delegating work through Basecamp and doing a final edit of completed files before uploading to live site.

### *Proficiencies*

Adobe CC 2017  
Axure RP  
Omnigraffle  
Microsoft Office  
Basecamp  
HTML5  
CSS3

Understanding of Javascript & jQuery capabilities across browsers

### *Recognition*

**2016 QVC Awards**  
IT Cosmetics- thirteen customer choice awards

**2015 WWD**  
**Prestige Brand Of The Year**  
IT Cosmetics

**2014 WWD**  
**Mass Brand Of The Year**  
e.l.f. Cosmetics

### *Education*

**Skillcrush**  
**New York, NY**  
Front-End Developer Bootcamp Certificate  
Expected September 2017

**Appalachian State University**  
**Boone, NC**  
BFA Graphic Design  
May 2005  
NASAD Accredited