Derrick Sun
Visual + UX/UI Designer

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PORTFOLIO
derricksun.me

WORK EXPERIENCE

Self-Employed
Nov 2017 - Present

FREELANCE DESIGNER
- Own and operate a freelance design business that serves a range of clients, primarily in the tech space
- Design projects include Branding, Web, Marketing, UX & UI Design

Literal Humans
(Marketing Agency)
Feb 2020 - Aug 2022

CREATIVE DIRECTOR + CO-FOUNDER
- Helped in co-found and build creative operations at a start-up marketing agency in London
- Managed and executed a variety of client creative projects

MeetEdgar
(Social Media, SaaS)
Jun 2016—Nov 2017

SR. DESIGNER
- Re-designed the look and feel of all major marketing channels
- Executed a complete visual overhaul of website and blog
- Ran constant web and email A/B testing to improve conversion rates

eBay Inc.
(eCommerce)
Aug 2014—Mar 2016

SR. CREATIVE STRATEGIST
- Oversaw multiple eBay Enterprise web properties, as well as marketing campaigns and events
- Hired and led a team of 10 designers, plus vendors and agencies
- Conducted research initiatives to inform marketing strategies
- Optimized performance and conversion of digital channels

Innovation Protocol
(Branding Agency)
May 2010—Aug 2014

CREATIVE STRATEGIST
- Led teams in a variety of re-branding and consulting projects
- Managed major accounts, representing 30%+ of agency's revenue
- Worked on a range of creative projects, including brand identity, web, ad campaigns, email and promotionals.

Clients Included: Disney   ADP   PayPal™   University of Phoenix®

EDUCATION

University of Southern California
2006—2010

B.A., PUBLIC RELATIONS, COMMUNICATION DESIGN
GPA 3.81, Dean's List
Trustee Full-Tuition Merit Scholarship

MBA Course Guest Lecturer at USC Marshall School of Business

Supplemental Learning: Art Center (Product Design, Advertising)

Fun fact: I've been to 45 countries, and hoping to see them all!

PROFESSIONAL SKILLS

DESIGN

Visual Branding
Website Design
Product UX + UI Design
Wireframing & Prototyping
UX Research
Graphic Animations
Usability & Optimization
Email Marketing
Print Collateral
Illustration

STRATEGY + LEADERSHIP

Project Management
Client + Team Management
Creative Strategic Guidance

PROFESSIONAL TOOLS

Adobe Illustrator, InDesign & Photoshop
Adobe AfterEffects
Figma
Sketch
InVision
Wordpress