

## **SELDON YUAN**

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### **EDUCATION**

Hunter College  
MFA Visual Arts  
2009

Beaux-arts de Paris  
l'école nationale  
supérieure  
2008

Carnegie Mellon Univ.  
Bachelor of  
Humanities & Arts  
1998

### **LANGUAGES & FRAMEWORKS**

HTML 5.0

CSS

Javascript

XML

Information Architecture

Actionscript

WordPress

SquareSpace

### **SOFTWARE**

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

Adobe After Effects

Adobe Animate

Figma

### **ACCOMPLISHMENTS**

Published poet, nationally and internationally exhibited artist, graphic designs have been featured in Boards: The Art and Design of Skateboards, IdN Design Magazine

Creative Technologist And Entrepreneur With Over 25 Years Of Experience In Digital Product Design And Development.

- Coded, Developed, Designed: Websites, Banners, Games, Information Architecture
- Founder, Operater, And Designer Of SSCY Bags With Sales Totaling \$300,000
- Proven Ability to Creatively Problem Solve And Effectively Communicate

### **PROFESSIONAL EXPERIENCE**

FREELANCE RICHMEDIA DEVELOPER, GRAPHIC DESIGNER, UI/UX, WEB DEV, INFORMATION ARCHITECT \\ Self employed — New York, NY 2002 - Present

- Developed websites, games, banners, and media with teams at agencies such as Deutsch, Saatchi, DrafftCB, Ogilvy and Nitro/Pure Growth for various clients like Motorola, Volvo, DSquared, Microsoft, Hewlett Packard, Revlon, Snapple, Disney, IBM, Discovery Channel, PNC, Sprouts, Gilt, My Habit, and Monster.
- Co-designed a series of flash games/templates, then developed them utilizing extensive Actionsript and XML for Brainpop Jr. Created all the wireframes/information architecture and outlined backend templates for all data/variables.
- Co-designed a multiplayer game called SORA and developed its information architecture and full-featured web based flash interface/application utilizing extensive Actionsript and Flash Remoting with designers and engineers.
- Developed and maintain various WordPress, ecommerce, and Squarespace sites for various clients including ad agency Empowermm.com.
- Designed skateboards for Zoo York and Shut, in addition to t-shirts, website, ads, and logo designs for KCDC skate shop.

FOUNDER, DESIGNER \\ SSCY — New York, NY 2011 - Present

- Execute all creative and financial areas of SSCY, a Brooklyn based bag brand.
- Seasoned experience leading: Design, Product Development, Material Sourcing, Brand/Product Creative, Retail and Wholesale Sales, Finance, and more
- 6 styles with nearly 3000 units sold equating to sales of \$300,000 since inception

COFOUNDER, CREATIVE DIRECTOR \\ FINER FIELDS — New York, NY 2017 - 2017

- Co-founder, Creative Director, Strategist for retail start up Finer Fields app and SoHo retail store where curated vendors exhibited sample sizes which customers could try on in-store and then purchase online with our app.

RICHMEDIA DEVELOPER \\ Oven Digital — New York, NY 2000 - 2002

- Developed and programmed digital products such as sophisticated broadband websites, presentations, and UIs using extensive Flash, Director, and Generator; clients included Onecosmos.net, Tiffanys.com, and Winfirst.

RICHMEDIA DEVELOPER \\ Streamedia Communications — New York, NY 2000

- Designed and implemented look and feel, bumpers, animated logos, and interfaces for both streaming media company Streamedia's sites, video media, and clients.

INFORMATION, GRAPHIC, WEB DESIGNER \\ Telcordia Technologies — Piscataway, NJ 1998 - 2000

- Developed information and graphic solutions for websites, produced interactive media including tutorials, online help, and promotional materials, and contributed to solution development for telecommunications company.