



YI VERRETTE

Art Director | Senior Designer
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Creative and strategic Brand Designer with 10+ years of experience shaping visual storytelling and digital experiences across brand, UX/UI, and portal-type websites. Expert in translating complex business objectives into compelling multi-channel campaigns, executive presentations, and interactive experiences. Skilled in user research, interaction design, motion graphics, and design systems, with a proven ability to mentor teams, collaborate cross-functionally, and deliver work that balances brand equity with measurable impact.

EDUCATION

Master of Fine Arts (MFA), Computer Graphics

Syracuse University, School of Visual and Performing Arts, Syracuse, NY

Bachelor of Fine Arts (BFA), Graphic Design

Academy of Arts & Design, Tsinghua University, Beijing, China

EXPERIENCE

Senior Graphic Designer, Lumentum LLC

San Jose, CA, August 2015 – Present

- Led creative strategy and design direction for high-stakes corporate communications, producing executive presentations, event materials, and narrative-driven design assets for senior leadership.
- Partnered with executives (SVPs, Chiefs of Staff) and cross-functional teams to translate complex business objectives into visually compelling presentations that drive engagement and strategic impact.
- Designed and optimized portal-type websites, incorporating UX/UI principles, user experience best practices, and insights from user research to improve usability, accessibility, and engagement.
- Directed the JDSU-to-Lumentum rebranding initiative, overseeing 300+ collateral pieces and ensuring alignment across multiple touchpoints, maintaining brand consistency and narrative clarity.
- Mentored and guided senior designers, fostering a culture of design excellence and strategic thinking across projects and teams.
- Produced high-quality motion graphics, interactive elements, and video content to enhance storytelling, using cinematic techniques to communicate complex concepts simply and effectively.
- Developed and maintained branded presentation templates and resource libraries, ensuring consistent application of typography, layout, color theory, and visual hierarchy across executive communications.
- Conducted user research, usability testing, and stakeholder interviews to inform design decisions, creating intuitive interfaces and seamless workflows for digital products and internal tools.

Senior Graphic Designer, JDSU

Milpitas, CA • August 2006 – August 2015

- Led design and production of narrative-driven collateral—including product briefs, catalogs, case studies, newsletters, and multi-language marketing assets—strengthening global brand consistency and aligning messaging with business objectives.
- Developed interactive graphics, motion graphics, and immersive displays for large-scale events, presentations, executive communications, and internal campaigns, enhancing storytelling and audience engagement.
- Authored and produced the “Color Trends” book series (2007–2012), providing creative direction, layout, and high-quality graphic execution.
- Enhanced digital and portal-type experiences through UX/UI design, web graphics, promotional banners, and product visuals, ensuring usability and global brand alignment.
- Mentored designers and collaborated with cross-functional teams to elevate creative quality, establish best practices, and implement scalable design systems.

EXPERIENCE

Owner & Creative Director, Miss E Graphics

San Jose, CA • Dec 2000 – Aug 2006

- Founded and operated a design consultancy serving international and domestic clients across tech, retail, healthcare, and finance sectors.
- Led over 20 full-cycle branding and digital projects including websites, UI/UX systems, logos, email campaigns, animated banners, and product demos.
- Key clients included: Philips Lighting, Tower Records, Lightwave (JDSU), Postini, Sonics, Zonelabs, ISE Labs, Amity Systems, and City Bank.
- Consulted for Health Hero Network: directed brand identity systems, collateral, flash demos, exhibition graphics, and storyboarding for promotional videos.
- Conducted focus groups and usability testing to refine web experiences and visual communication strategies.

Senior Visual Designer, Sonics, Inc.

Mountain View, CA • Mar 2001 – Sep 2002

- Directed the company's digital visual identity, redesigning and launching major web platforms (corporate and SocWorks) while enhancing UX/UI, interactive elements, and overall brand consistency.
- Designed integrated marketing and internal communications assets—including print collateral, product datasheets, trade show materials, flash banners, animations, and executive visuals—to support brand growth, sales, and product launches.

Graphic Designer, US Interactive

Cupertino, CA • Aug 2000 – Mar 2001

- Contributed to enterprise-level design projects for Fortune 500 clients, including CommerceOne, Citibank, and Kaiser Permanente, developing UX/UI concepts, web interfaces, and interactive CD-ROM platforms.
- Led client-facing design reviews and collaborated with interdisciplinary teams to create wireframes, interactive demos, and corporate web mockups that aligned with business objectives.

Technical Designer, Lot21 Interactive

San Francisco, CA • Dec 1999 – Aug 2000

- Designed digital marketing assets including banners, microsites, splash pages, and email newsletters for major consumer brands.
- Delivered flash demos, advertising screens, and branded microsites for clients such as eStamp, Tupperware, Webvan, Palm Computing, Unilever, and Pets.com.
- Supported vendor coordination, timelines, and design presentations in partnership with producers and art directors.

Computer Animator / Production Manager, SinoRail International Digital Vision, Ltd.

Beijing, China • 1991 – 1996

- Produced 3D animation and modeling for feature films, commercials, and television, contributing to high-profile visual effects projects.
- Managed the post-production department, overseeing team operations, schedules, budgets, and vendor coordination.
- Led client communications, new business development, and cross-functional collaboration while supervising a team of 7 creatives.

COMPUTER SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Adobe Express, Premiere, After Effects, Audition, Dreamweaver, Adobe ED, Adobe Express

3D Animation: Autodesk Maya

Other programming: Figma, Unix, HTML, CSS, JavaScript

AWARDS

@d:tech 2000, Gold Award,

Best Direct Response Marketing Campaign, eStamp Product Tour.

Golden Web Award Winner, 2002-2003,

Wedding Website Design, OurPerfectDay.

CAD Advertising and Publishing Exhibition Award

1996, Beijing International Computer Art,

EXHIBITION

SIGGRAPH 98

1998, As Worlds Collide,

ISEA '97 International Symposium of Electronic Arts

1997, As World Collide