

Carissa Yu

Hello, I am a **digital producer** with a background in **design computing**.
View my portfolio at carissayu.com

Reach me at carissayu.designs@gmail.com

EXPERIENCE

Lash Creative — *Digital producer*

APRIL 2018 - PRESENT

- Working through BAU with ING Australia through close communication with clients and internal teams
 - directing the daily production of 10-20 digital assets
 - achieving a rapid turnaround of eDMs
 - achieving a rapid turnaround of banners
 - achieving a rapid turnaround of campaign pages
 - running desk checks with the team
 - running planning meetings with the team
 - running daily WIPS with the team
- Coordinated 4+ website project processes across internal teams, other agencies and clients including April Group
 - scoping
 - management of timelines across cross-functional teams
 - testing.
- Increased competition entries by 82% through social media campaigns and influencer collaborations;
 - participating in researching
 - ideating and copywriting with the design team.
- Implemented effective strategies for assigning projects internally, which improved productivity and teamwork.
 - creating a clear and concise briefing for teams
 - ensuring that teams had all materials ready through reorganisation
- Light photoshop work to help out with team
- Actively participated and written content for website copy and social media

Disrupt Sports — *Design Intern*

OCTOBER 2016 - FEBRUARY 2017

- Created designs of custom sporting equipment in Photoshop for use in client pitches.
- Designed marketing materials for both digital and print use in InDesign.

Hot Dollar Eastwood — *Sales Assistant*

NOVEMBER 2011 - MARCH 2018

- Provided customer service and operated cash register

EDUCATION

Project Management Institute — *Project Management Basics Course*

NOVEMBER 2021 - CURRENT

University of Sydney — *Bachelor of Design Computing*

MARCH 2018

UX and UI Design / Marketing / Information Systems

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