


Shannon Won


Digital Designer

Creative and detail-oriented Digital Designer with over five years of dedicated experience in enhancing online visual communication and user experience across various digital platforms. Excel at creating impactful web content, social media ads, and promotional emails that align seamlessly with brand narratives. Proven track record in driving significant improvements in user engagement, with keen focus on innovative design aesthetics and user flows.

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 Atlanta, GA

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WORK EXPERIENCE

Digital Designer

Rooms To Go - Atlanta, GA

March 2022 - Present

- Collaborate with internal teams to enhance visual communication and branding across digital platforms, focusing on creating compelling web banners, social media advertisements, and emails.
- Design and execute promotional emails for various product categories, ensuring cohesive visual storytelling and brand consistency.
- Utilize Figma, Photoshop, and Illustrator to generate website assets for campaign launches and site updates, contributing to a seamless user experience.

Design & Digital Content Associate

Wisteria - Atlanta, GA

September 2021 - March 2022

- Developed cohesive design templates and branding systems for emails, social media, and website, ensuring a consistent visual identity across all digital platforms.
- Revitalized digital content and graphic design initiatives for the e-commerce platform, enhancing user interface and experience with seasonal updates.
- Redesigned email templates and optimized content while managing Klaviyo CRM, enhancing customer engagement and increasing email campaign sales by 20%.

Global Business | Account Manager

AX Inc. - Seoul, South Korea

March 2020 - March 2021

- Conducted market research and lead generation by identifying and researching potential global clients, building a strong pipeline to drive business growth.
- Led seamless onboarding processes for new clients, ensuring a smooth transition and long-term success through proactive communication, relationship management, and tailored support strategies.
- Oversaw the global version of the company website, maintaining up-to-date content, optimizing design for user experience, and collaborating with cross-functional teams to align digital assets with business goals.

AREAS OF EXPERTISE

Graphic Design

Visual Communication

Wireframing

Motion Graphics

Typography

Responsive Design

Brand Consistency

TECHNICAL SKILLS

Adobe Suite

Photoshop, Illustrator, Indesign, and After Effects

Prototyping Tools

Figma, Sketch, Adobe XD

Coding

HTML, CSS

INTERNSHIPS

Junior Graphic Designer

Ballard Designs - Atlanta, GA

December 2019 - March 2020

- Conceptualized and executed engaging email and social media campaigns for Q1, ensuring alignment with brand standards and content management approval.
- Managed the preparation and delivery of HTML and JPEG email content for Salesforce email campaigns, maintaining a keen eye for typography, color, and layout.
- Played a pivotal role in visualizing and bringing to life campaign ideas that resonated with target audiences.

EDUCATION

Bachelor of Arts (2019)

University of Georgia

August 2014 - May 2019

INTERESTS

Photography

Travel

Motion Graphics

Illustrations