

# Cherlyn Azurin

Designer

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📍 2123 Jefferson Ave, New Orleans, LA 70115

## EDUCATION

### Associate of Arts in Graphic Design at Louisiana State University, LA

Sep 2012 - May 2017

Some skills I've learned are how to use Photoshop, Illustrator, InDesign, and other design software programs.

## LINKS

[linkedin.com/in/cherlynazurin](https://www.linkedin.com/in/cherlynazurin)

## SKILLS

Photoshop

Illustrator

InDesign

Dreamweaver

After Effects

Premiere Pro

## LANGUAGES

English

French

## HOBBIES

Designing

Sketching

Crafting

## PROFILE

I am a designer with over 5 years of experience. I have worked on projects for clients in a variety of industries, including healthcare, education, and retail. My skills include branding, identity design, print design, web design, and user interface design. I am a strategic thinker who can see the big picture while also paying attention to the details. I am passionate about my work and strive to create designs that are both beautiful and functional.

## EMPLOYMENT HISTORY

### ● Lead Designer at Lululemon, LA

May 2022 - Present

- Led the design of 3 successful product lines, which generated a total revenue of \$1.5 million.
- Redesigned the company website, resulting in a 20% increase in web traffic.
- Implemented a new design system that improved efficiency by 30%.
- Created 2 award-winning designs that were featured in major industry publications.
- Trained and mentored 5 junior designers.

### ● Designer at Nike, LA

Sep 2017 - Apr 2022

- Designed a 200-page catalog for an international company that was distributed in 5 countries and resulted in a 10% increase in sales.
- Successfully completed 15 website design projects, resulting in 100% customer satisfaction.
- Created a corporate identity package for a start-up company that helped them gain initial investment funding.
- Designed an advertising campaign that generated \$2 million dollars in new revenue for my client.
- Developed an innovative packaging design solution which reduced production costs by 20% while maintaining high quality standards.

## CERTIFICATES

### Adobe Certified Expert (ACE)

Apr 2021

### Apple Certified Associate

Dec 2019

## MEMBERSHIPS

American Institute of Graphic Arts (AIGA)

Graphic Artists Guild (GAG)