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# SHARI GRESH CHITTCHANG

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## EXPERIENCE

November 2018 – June 2025

**Paramount+**, New York / Los Angeles / San Francisco / Remote

### **SR. UI/UX DESIGNER**

- Recently, I was responsible for leading the entire overhaul of Paramount+ email design in order to grow retention business, which resulted in deployment growth from 3M per email to 16-20M+ and increasing open/click-through rates by up to 220%. Re-designed and transitioned all the templates and framework to be HTML/CSS and machine-driven API friendly, created a scalable design system with design tokens that empowered both designers and developers to work more efficiently and tackle more complex challenges. The new design improves user experience and ensures better accessibility through responsive layouts and dark mode support. This system streamlines handoff/QA processes between teams, accelerates email production, and increases productivity.
- **Created and defined design systems from the initiative stage.** Identified improvements, contributed and influenced UX and design patterns that are adopted across design and dev teams. Acting as a thought leader in defining the "how" on design system and template strategy.
- **Lead design efforts from early conceiving through final execution on both strategy and detailed craft.**
- **Created and maintained shared UI libraries, patterns, and templates in Figma.**
- **Created documentations for designers and developers to future-proof the designs.**
- Partnered with cross-functional teams (Design, Devs, Marketing and PR) across brands - Paramount+, CBS, PlutoTV, CBS Sports, NFL, UEFA, Walmart+, Delta Airline, AARP, to work on numerous initiative campaigns, push, in-app and in-browser.
- **Created designs for A/B tests, dark mode, dynamic content, responsive layout and ensuring best practices across platforms and devices.** Also partnered with developers to QA tests.
- Leveraged metrics post-deployments, innovated them to improve future design.
- Guided junior and mid-level designers, also led monthly mentorship sessions.
- Utilized Midjourney AI to create concept image exploration.

July 2018 – Sep 2018

**INFINITE STYLE BY ANN TAYLOR**, New York

### **FREELANCE ART DIRECTOR, UI/UX**

- Collaborated with cross-functional teams to design and implement emails and push notifications to promote and drive subscription for Infinite Style by Ann Taylor web site.
- Shared design documentations and creative assets across teams.

June 2014 – Feb 2018

**CON EDISON**, New York

### **ART DIRECTOR, UI/WEB/EMAIL**

- Partnered with cross-functional teams from ideation to final shipping on web/mobile/email projects.
- Created responsive design using HTML and CSS with best practices.
- Designed for A/B testing and collaborated deployments with email service provider.
- Managed design framework and guidelines for internal team/agencies, ensured brand styles and deadlines are met.
- Gathered conversion rate and customer insights through quantitative and qualitative analysis of user interaction. Shared with teams to use it to improve content, services and/or UI design.

Sep 2013 – Feb 2014

**RUDERFINN**, New York

### **ART DIRECTOR, UI/UX**

- **Web/mobile and UI design** for finance and pharmaceutical companies – ARES and Novatis.
- Infographics for Vakey Gems Foundation.

June 2010 - Aug 2013

**LEO BURNETT**, New York

### **DIGITAL ART DIRECTOR**

- Global digital campaigns - **TVC/print/web design** for North/Latin Americas and Western Europe regions.
- Clients included - Herbal Essences, Vidal Sassoon and Wella Koleston.
- Provided photo shoots and retouch art direction. Reviewed proofs and approved retouch jobs.

Dec 2009 - Feb 2010

**VMLY&R**, New York

### **FREELANCE ART DIRECTOR**

- Created brand style guide for Colgate-Palmolive – 'SOFTSOAP WOWERFUL' campaign, new shower products.

Jan – Dec 2009  
**L'OREAL**, New York  
**ART DIRECTOR**

- Corporate and salon brand style guides, Matrix trend book for worldwide use.
- Package design for L'Oreal hair care products.
- Print collaterals, trend book and advertising spreads for L'Oreal professional hair products (Matrix, Biolage, Vavoom).

Apr 2004 – Nov 2008  
**J. WALTER THOMPSON**, New York and Bangkok  
**ART DIRECTOR**

- Created a high impact brand campaign 'Let's Fix Dinner' for **STOUFFER'S (Nestle)** consisted of **ad/brand style guide and motion graphic story boards for the end scene TVC**.
- Created various type of design, such as brand style guides, print collaterals, corporate identity, retails, POPs, and packaging from food, beverages, CPG, beauty products, telecommunication, pharmaceutical and financial institutions. Clients: McDonald's, Nestle, Unilever, P&G, Johnson & Johnson, Carrefour supermarket.

Sep 1999 – Sep 2001  
**NEOKOM**, New York  
**WEB DESIGNER / FRONT-END DEVELOPER (HTML/CSS/JS)**

- Worked in a multidisciplinary role, from design, front-end html/CSS and flash animation/ActionScript for various clients from e-commerce, portals, corporates to sport leagues such as NHL, Fleer, Women's Sports Foundation.

EDUCATION  
MARYLAND INSTITUTE, COLLEGE OF ART  
**MFA DIGITAL ARTS**  
SILPAKORN UNIVERSITY, Bangkok  
**BFA VISUAL COMMUNICATION DESIGN**

ADDITIONAL COURSES  
**GOOGLE UX/UI PROFESSIONAL CERTIFICATE**  
Ongoing  
**TYPE DIRECTOR CLUB**  
Type Workshop (Matteo Bologna)  
**SCHOOL OF VISUAL ARTS**  
Advanced Graphic Design (Tony Palladino, Samuel Eckersley, Darren Cox)

RECENT AWARDS  
Oct 2022  
**FINALISTS IN MEDIAPOST'S EIS AWARDS** (Email Marketing Excellence). Concept, Art Direction and UI Design that brought 2 Paramount+ email campaigns into the finalist round for these 2 categories:  
**Entertainment:** 'The Offer', special theme newsletter  
**Life Cycle Programs:** 'South Park Movie Events', targeted email campaign

SKILLS  
UI/UX Design and Strategy, Design System Creation, Documentation and Maintenance, Brand Design and Style Guide  
Web, Mobile, Email, Responsive Design, Dark Mode Design, A/B testing, Wireframing, Prototyping, Lo-Fi/Hi-Fi  
Art Direction, 360 campaign, Social, Graphic Design, Typography, Gif Animation  
Project Scoping, Collaboration, Problem-solving, Client-facing, Multi-Cultural Background

TOOLS  
Figma, Adobe CC, HTML, CSS, CMS, Framer, Midjourney, Firefly ChatGPT, Claude, Notion, TypeForm  
Parcel, Phoenix Code, Mailchimp, Litmus, HubSpot, Confluence, Jira, Frame.io, Asana, AirTable, Slack  
In process on learning Swift/Swift UI, Rive, Phase (For prototype, micro-animation for UI, Lotties)