

SUNJA CULLEY

VISUAL DESIGNER

I've set my sights on breaking new ground and finding creative solutions—something that can only be done through collaboration. Let's create something intelligent together.

PORTFOLIO:

sunjaculley.com

SKILLS

Strong ability to communicate, empathize and collaborate with a diverse set of backgrounds. A deep love of problem-solving, storytelling, and a curiosity for new subjects. Flexibility and capacity to develop new processes to meet tight deadlines.

TECHNICAL SKILLS

Branding, Logo Design, Icon Design, Typography, Wireframing, Visual Design, Interaction Design, Prototyping, Responsive Web Design, Atomic Design Systems, Photo Editing, Infographic Design, Presentation Design, Illustration, Video Editing, Print

TOOLS

Figma, Sketch, Adobe Creative Suite, Invision, Zeplin, Keynote, Google Slides, Procreate

EMPLOYMENT WORK EXPERIENCE

SR UX DESIGNER | KPMG

Contract | Mar 2023 - Present

- Collaborated with stakeholders to define goals and align on user needs.
- Designed and prototyped user interfaces for web and mobile using Adobe XD, Figma, and Ceros.
- Led the integration of AI tools to improve design directions and increase range of deliverables.
- Conducted research, and usability testing to inform decisions and iterate designs.
- Maintained visual design across digital platforms, ensuring consistent brand experience.
- Contributed to user interviews, surveys, and testing for insights and design validation.
- Presented design concepts to teams and clients, refining based on feedback.

VISUAL DESIGNER | Meta

Contract | Mar 2021 - Mar 2023

- Collaborated with leadership teams to distill complex concepts into clear, concise storytelling.
- Established new processes for teams to work with design to execute a wide array of goals.
- Led the direction of new branding projects for internal web pages and communication channels at Meta while producing components for the design system library.
- Designed responsive websites for stakeholders while working closely with developers and communicating specs to build from to raise awareness around global events.
- Worked closely with developers to bring new branding into app design components.

UX VISUAL DESIGNER | Google

Contract | Nov 2019 - Feb 2021

- Creative producer on a horizontal team creating imagery for Google Ads.
- Art directed a team of designers to produce high-quality creative assets to live in responsive web environments while consistently meeting tight deadlines.
- Creating illustrations for high-concept projects with distinct visual guidelines.

VISUAL DESIGNER | Idean Capgemini

Full-time | Sep 2017 - Nov 2019

- Created scalable design systems for brands that solve brand visual storytelling and communication for responsive web design, all of which were optimized for accessibility.
- Branding, icon design, animation, design research, and concept design.
- Designed effective visual communications for workshops on design thinking methods.

ART DIRECTOR | Epsilon

Contract | Nov 2016 - Sep 2017

- On the designated Google creative team, I designed messaging for new products and subscription upsells, helping them to reach businesses and consumers with more positive results.
- Crafted visual communications to increase the effectiveness of Google's messaging and improve results through analytical A/B testing.

EDUCATION

Fashion Institute Of Technology (FIT), SUNY
Bachelor of Fine Arts Degree, Illustration Major
Graduate of May 2011