

# SHERI WONG

Project Management | Software Development & Digital Arts Background | Scrum Master  
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## PROFESSIONAL SUMMARY

Creative leader with over a decade of experience blending artistry and technology in immersive media and digital storytelling. Adept at shaping visionary creative strategies and managing cross-functional teams to deliver innovative, high-quality work on time and within budget. Proven record at renowned studios and in entrepreneurial ventures, driving creative excellence and agile project management. Committed to elevating brand identities and inspiring collaborative creative environments.

## Skills Summary

- Agile & Adaptive: agile mindset, iterative progress, team autonomy, customer value, innovation, cross-functional alignment, problem-solving, technical background
- Communication & Emotional Intelligence: empathy, active listening, motivating teams, trust, independence
- Project Management Tools: Trello, Miro, Jira, Confluence, Microsoft Office Suite, Smartsheets, Certified ScrumMaster, Agile/Scrum, Hubspot, SOPS Documentation for Software Specifications
- Design & UX: Adobe Creative Suite, Photoshop, Illustrator, After Effects, Premiere, UX design principles
- Technical Proficiency: Python, Object Oriented Programming (OOP), SQL, Javascript, DevOps, CSS, 3D/VFX software

## PROFESSIONAL EXPERIENCE

### Melissa and Doug- *Design Project Manager* | Wilton CT

2025 – Present

- Managed comprehensive product design schedules, defined scope, mitigated risks, and aligned weekly deliverables with cross-functional partners (Design, Brand, Product Development) to meet launch goals
- Led weekly review meetings with stakeholders, providing actionable notes and solutions; streamlined communication to ensure timely approvals and asset turnover.
- Supported licensing projects and inventor relations: tracked submissions, scheduled pitches, coordinated kid-testing, and maintained accuracy in Smartsheet dashboards.

### Soothing Ways – *CEO & Creative Director* | Bristol, CT [www.soothingways.com](http://www.soothingways.com)

2020 – Present

- Founded a purpose-driven brand offering handcrafted sensory products while advocating for autism and spina bifida awareness.
- Achieved full ROI within two years and sustained 40% year-over-year growth in years 3 and 4.
- Managed full product lifecycle—from concept to packaging—driven by user feedback and continuous iteration.
- Executed product launch strategies for new handcrafted sensory products, on shopify mapped out software specifications to optimize user engagement and operational efficiency. Boosting engagement by 15%.
- Diversified revenue streams: candles (40%), car diffusers (30%), soaps (20%), wax melts (10%).
- Led interactive workshops and classes, increasing brand visibility and contributing to 20% business growth.
- Strengthened customer loyalty through pop-ups and experiential marketing for direct feedback and brand engagement.
- Facilitated hands-on workshops to inspire creativity, self-care, and community connection.
- Conducted retrospectives with participants to improve products, experiences, and marketing strategies.
- Iteratively adjusted product offerings based on real-time and post-purchase customer feedback.
- Donated a portion of proceeds to autism and spina bifida organizations, aligning business milestones with social impact.

### Cinesite – *Look Development Supervisor* | Montreal, Canada

2018 – 2019

- Team Empowerment & Coaching- inspired team members to think creatively, take ownership, and explore innovative approaches while fostering a culture of collaboration, continuous learning, and mutual support

- Led a department of 10–20 contract and in-house artists responsible for character and environment look development, optimizing workflows and production pipelines to enhance efficiency and output quality
- Mentored junior artists, fostering growth through continuous feedback, skill development, and empowerment within an iterative production environment.
- Actively removed blockers by troubleshooting technical challenges (e.g., color management across varying studio requirements), ensuring teams could focus on delivering their best work.
- Spearheaded efficiency improvements across projects to ensure timely, high-quality delivery—critical in an environment where the cost per minute of animation ranges from \$1,000 to \$16,000.
- Spearheaded agile practices that improved cross-team collaboration, accelerated iteration cycles, and ensured consistent on-time delivery of high-caliber assets.
- Served as a champion for the team's needs, translating management directives into actionable, artist-first solutions that elevated both the final product and team morale.
- Developed and executed process improvements in project management tools to enhance workflow efficiency at Cinesite, aligning with strategic vision and stakeholder expectations.
- **Notable Projects:** *Supercharged, Riverdance, Extinct, The Addams Family*

#### **ToonBox Entertainment LTD – Lead Look and Technical Artist | Toronto, Canada**

2015 – 2017

- Cross-Functional Collaboration: Bridged the gap between creative and technical teams, facilitating effective communication and alignment across departments and stakeholders.
- Problem Solving & Blocker Removal: Proactively identified challenges and facilitated timely solutions to maintain momentum, reduce friction, and support team success.
- Identified workflow inefficiencies and proactively automated repetitive tasks using Python, accelerating delivery cycles and empowering artists to focus on creative work.
- Designed and deployed a Python-based UI tool within Maya, streamlining asset creation workflows and significantly reducing turnaround times across the department.
- Provided cross-functional creative and technical support on large-scale productions, collaborating closely with artists and technical teams to remove blockers and enable high-quality, iterative delivery.
- **Notable Projects:** *Nut Job 2, Pre-production of upcoming film*

#### **ESPN – Project Designer | Bristol, CT**

2015

- Demonstrating the ability to respond effectively to change, shifting priorities, I designed and created animated motion graphics for title sequences for various ESPN shows, utilizing the Adobe Suite (Photoshop, After Effects, Premiere, Illustrator), Cinema 4D, and Maya.
- Through active listening to the needs of the broadcast team, I developed After Effects templates to optimize live TV broadcast workflows. This involved utilizing a spreadsheet-driven system and JavaScript to automate the replacement of team logos and names from a graphic library, significantly accelerating the editing and update process. My transparent communication ensured all stakeholders understood the functionality and benefits of these templates. I was able to respond effectively to change, shifting priorities & empathy by quickly adapting these templates based on evolving broadcast requirements and team feedback.
- **Notable Shows:** *SportsCenter, His & Hers, MLB, Mike & Mike, MLS*

#### **Walt Disney Animation Studios – Look Development Artist | Burbank, CA 2011 – 2013**

- Designed character and environment aesthetics, including texturing and fur/hair grooming, within the Look Development department using shaders and materials tailored to the production pipeline.
- Utilized Maya, Nuke, ZBrush, Mari, RenderMan, Arnold, and V-Ray to deliver high-quality assets.
- **Notable Projects:** *Tangled Ever After, Wreck-It Ralph, Frozen*

#### **EDUCATION & CERTIFICATION**

**Certified ScrumMaster (CSM)** — Scrum Alliance, April 2025

**MS in Software Development** – Maryville University, St. Louis, MO, 2019

**BFA in Computer Animation & Visual Effects** - School of Visual Arts, New York, NY, 2009