



jessica yeung

Art Director • Graphic Designer

CONTACT



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RECOGNITION

Featured on *The Creative Chronicle*

January 2018

Nominated for ADC Young Guns 15

Spring 2017

AIGA St. Louis Design Show 17

Spring 2010

SKILLS

Adobe Creative Suite

Sketch and InVision

Basic HTML/CSS

Simple photo retouching

Color correcting

Keynote

Education

Washington University in St. Louis

Sam Fox School of Design & Visual Arts

Bachelor of Fine Arts, Communication Design, 2012

College of Arts & Sciences

Bachelor of Arts, Psychology, 2012

General Assembly

User Experience Design, Summer 2017

Research, design, and prototype a project from start to finish using UX principles.

Experience

Graduate Hotels | *Senior Graphic Designer* (January 2020–March 2020)

Graphic Designer (July 2018–January 2020)

Art directed & designed marketing campaigns that increased bookings by ~15% from previous years • Concepted and designed partnership campaigns, event activations, and promotions that raised brand awareness through increased email sign-ups and social media engagement • Spearheaded, art directed, and designed the inaugural issue of the in-room magazine *Graduate Syllabus* • Created marketing materials including emails, social content, print and digital ads for fifteen existing hotels and fifteen upcoming openings • Designed brand identity and collateral for restaurant outlets.

Ann Inc. | *Freelance Designer* (January 2018–June 2018)

Redesigned internal brand materials with an editorial aesthetic for Ann Taylor, LOFT, and Lou & Grey • Designed print/digital assets for seasonal campaigns, editorial stories, emails, web updates • Art directed educational tools for operations teams • Collaborated with Store Communications & Client Experience teams to ensure a consistent brand experience for store employees.

Marie Claire magazine | *Senior Designer* (March 2017–December 2017)

Designer (April 2015–March 2017), *Art Assistant* (February 2014–April 2015)

Designed graphic and elegant fashion, beauty, lifestyle, and editorial feature layouts for the magazine • Collaborated with editors, Design Director, and Editor-in-Chief to ensure content was creatively reflected in the design and photography choices • Art directed visual research • Conceptualized imagery for feature stories • Managed junior designer and interns.

Mirko Ilic Corp. | *Graphic Designer & Studio Manager* (November 2012–February 2014)

Created extensive visual identity systems for luxury restaurant and hotel clients • Designed books, posters, and museum catalogs • Collaborated on projects with Nike.