



Jessica Yeung

Graphic Designer

CONTACT



www.jessyeung.com



msjessyeung@gmail.com



913.626.0609



@yeungfrankenstein

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

Microsoft Office

Keynote

Fluent in Mandarin

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

Ann Inc. | Freelance Designer (January 2018–Present)

Inject editorial feel into branded materials for Ann Taylor, LOFT, and Lou & Grey • Design print/digital assets for seasonal campaigns, editorial stories, emails, web updates • Art direct educational tools for operations teams • Collaborate with Store Communications & Client Experience teams to ensure a consistent brand experience • Work with vendors to select best paper stock and printing techniques for respective projects • Prepare press-ready files.

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

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

New York City

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 • Oversaw color corrections and pre-flight of files for print production.

Taiwanese American Professionals (TAP) | Design Chair (March 2015–December 2017)

Art directed and designed all items for events, e.g. logos, microsites, social media assets, marketing materials, branded merchandise • Evolved design of brand touchpoints • Worked with vendors and prepared mechanicals for print production • Planned and executed cultural, social, professional, and volunteer events.

SokoGlam.com | Freelance Graphic Designer (June 2014–January 2015)

Designed and concepted web banners and pages for the online Korean beauty e-retailer • Collaborated with client remotely on brief and design vision.

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

Created all-inclusive visual identity systems for luxury restaurant and hotel clients • Designed logos, books, posters, and museum catalogs • Collaborated on projects for Nike • Managed projects via direct e-mail and phone correspondence with clients • Worked with vendors to choose best paper products and printing techniques for projects.