



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

Graduate Hotels | *Graphic Designer* (July 2019–Present)

Collaborate with Copywriter to concept and design partnership campaigns, brandwide initiatives, and event activations that increase awareness and engagement for the brand • Create event marketing materials including emails, social content, print ads, and digital ads for fifteen existing hotels and fifteen upcoming openings • Produce self-directed stop-motion videos for social media to surprise and delight • Research and ideate inventive partnership and programming ideas for each hotel opening that reflects and celebrates its local culture.

Ann Inc. | *Freelance Designer* (January 2018–June 2019)

Introduced editorial aesthetic into branded materials 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 • Worked with vendors to select

best paper stock and printing techniques for respective projects • Prepared 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.

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 junior

designers and interns.