

JORDAN YUEN

Visual / Motion Graphic Designer

ABOUT










Multi-disciplinary designer specializing in print, web, motion design, and learning UI/UX.

-  Oakland, CA
-  (510) 529-6186
-  jyuengraphics@gmail.com
-  www.jordanyuen.com

EDUCATION

Graphic Design & Multimedia
California State University, East Bay
Bachelor of Arts - 2013

SKILLS

- Storyboarding 
- Animation 
- Photo Manipulation 
- Photography 
- Iconography 
- HTML/CSS 
- Prototyping 
- Art Direction 
- Branding 

TOOLKIT

- Photoshop 
- Illustrator 
- InDesign 
- After Effects 
- Premiere 
- Dreamweaver 
- Figma 
- WordPress 
- Exact Target 
- Salesforce 

EXPERIENCE

Senior Graphics Designer | Arch Mortgage Insurance | May 2016 - Present

- Develop visual assets for digital, print and motion platforms.
- Provide creative direction to designers and coach them on design techniques, video development, photo manipulations, and basic coding.
- Lead the development of videos projects; storyboard, design, and develop live action and animated videos.
- Conceptualize and develop award winning marketing campaigns.
- Develop landing pages, web graphics and emails.
- Design print items such as pullup banners, flyers, booklets and postcards.
- Coordinate with Events team to produce designs and ensure file specs were met and marketing items were delivered.

Visual Designer, Web Architect | Poppers | Oct 2015 - Dec 2016

- Develop print and digital assets for CEO, such as product and patent renders, logos, social media graphics and web pages.
- Manage company social media platforms.
- Build various websites, train team members to use website platforms.
- Provide insights to color theories, design critiques, and methods.

Product / Graphic Designer | Moz Designs, Inc. | May 2015 - Apr 2016

- Develop print, digital, video marketing material, renderings, asset mock ups, email blasts, ads, web content.
- Product design for company's award winning Engravings, Digital Imagery, and Blendz metal collections.
- Create product application mockup renders for company clients.
- Maintain various CMS's including WordPress sites and Open Asset.

Graphic Production Artist | Accents and Artech | May 2014 - Mar 2015

- Lead production of graphics for print media.
- Design, manage, update company WordPress site and social media.
- Prepare print ready files for wide format printing.
- Coordinate client calls, generate quotes and invoices.

Visual / Motion Graphic Designer | JYGRAPHICS | Jun 2013 - Present

- Develop visual assets for print, web, motion platforms; items include logos, pullup banners, menus, booklets, websites, web graphics, product renders, creative photo retouching, videos and animated graphics.

DESIGN AWARDS

GDUSA

Gold Awards 2017 & 2019

- Lead with Us Campaign
- RateStar Portal Campaign

MARCOM

Gold Award 2017

- Strong Together Print Ads

ADEX

Platinum and Gold Awards 2016

- Wayfinding Digital Imagery Wall Signage
- Digital Imagery Floral Wall Panel
- Digital Imagery Patina Wall Panel