

# JORDAN YUEN

Visual / Motion Graphic Designer

## ABOUT

Multi-disciplinary designer with 10 years of experience specializing in print, web, motion design.










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## 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 
- Miro 

## EXPERIENCE

### Senior Graphics Designer | ICE Mortgage Technology | Oct 2021 - Present

- Maintain, evolve, and shape the ICE brand.
- Produce innovative designs for campaigns, tradeshows, social media, collaterals, webpages, videos, motion designs, templates, branded photography and more.
- Lead the design and development of environmental graphics for the largest annual mortgage technology exhibition (ICE Experience).

### Senior Graphics Designer | Arch Mortgage Insurance | May 2016 - Oct 2021

- 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 acquire specs and produce designs.

### 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

- Design visual assets: logos, pullup banners, menus, booklets, websites, web graphics, product renders, creative photo editing, motion graphics, social media graphics, etc.

## 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