

JORDAN YUEN

Visual Designer, Motion Graphic Designer

ABOUT

Multidisciplinary designer with 10+ years of experience in print, digital, UI, motion design.



San Francisco Bay Area, CA



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EDUCATION

California State University, East Bay

Graphic Design & Multimedia
Bachelor of Arts - 2013

SKILLS

Storyboarding, Animation, Photo Manipulation, Motion Design, Tech Savvy, HTML / CSS, Creative Direction, Art Direction, Branding, Video Directing, Product Design, App Design, Web Design.

TOOLKIT

Photoshop, Illustrator, InDesign, After Effects, Premiere, Figma, Webflow, WordPress, Exact Target, Miro, AI (ChatGPT, Firefly).

EXPERIENCE

Senior Graphic Designer | ICE Mortgage Technology | Aug 2021 - Jul 2024

- Maintain, evolve, and shape the ICE brand.
- Produce innovative designs for campaigns, tradeshows, social media, collaterals, webpages, videos, motion designs, templates, branded photography, presentations and more.
- Lead the design and development of environmental graphics for the largest annual mortgage technology exhibition (ICE Experience).
- Work with stakeholders / designers / content / UX / video / event teams to align on design consistency + asset development.

Senior Graphic Designer | Arch Mortgage Insurance | May 2016 - Aug 2021

- Provide creative direction to designers and coach on design techniques.
- Lead the development of videos projects; storyboard, design, develop live action and animated videos.
- Lead the development of designs of award winning marketing campaigns.
- Develop landing pages, social media graphics, web graphics, 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.
- 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, product mock ups, email blasts, ads, web content.
- Product design for company's award winning Engravings, Digital Imagery, and Blendz metal collections.
- 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 and develop assets for clients from start to finish. Items consists of large format banners, flyers, brochures, logos, icons, social media graphics, motion graphics, videos, product renders, and more.

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