

# 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

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

### EXPERIENCE

#### Senior Designer | *Marvell Technology* | Sep 2024 - Present

- Manage the art direction + provide execution of innovative designs for campaigns, tradeshows booths, social media, collaterals, webpages, videos, motion designs, templates, branded photography, presentations and more.
- Manage, provide art direction and guidance to external designers / contractors.

#### 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

- Produce innovative designs for campaigns, tradeshows, social media, collaterals, webpages, videos, motion designs, templates, branded photography, presentations and more.
- Provide creative direction to designers and coach on design techniques.
- Lead the development of designs of award winning marketing campaigns.
- 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