

JORDAN YUEN

Senior Visual Designer
AI Creative Director

ABOUT

Multidisciplinary designer with 10+ years of experience shaping visual experiences through design.



San Francisco Bay Area, CA



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EDUCATION

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

SKILLS

AI Creative Direction, Generative AI Art, AI Filmmaking, Prompt Design, Storyboarding, Synthetic Media Production, Branding, Photo & Video Manipulation, Motion Design, Tradeshow & Experiential Design, Product Design, Web Design.

TOOLKIT

Adobe Suite

Photoshop, Illustrator, InDesign, After Effects, Premiere.

AI

Midjourney, DALL-E, Firefly, Pika, ChatGPT, DeepSeek, ComfyUI, Higgsfield, Kling, Seedance, Sora, OpenArt, Hailuo, Suno, CapCut.

Other

Figma, Webflow, WordPress, Microsoft Suite, Google Suite, Keynote, Miro, Brandfolder.

EXPERIENCE

YUEN STUDIO | *Sr Visual Designer / AI Creative Director* | Jun 2013 - Present

Founded and operated a multidisciplinary design practice delivering end-to-end creative solutions for clients.

Marvell Technology | *Senior Designer* | Sep 2024 - Jun 2025

- Designed and delivered a wide range of assets including web and campaign creative, billboards, social media, motion graphics, training videos, and executive presentations.
- Led the design and development of global exhibition and environmental graphics for Marvell Technology events worldwide.
- Developed scalable templates and design systems to empower internal teams and improve brand consistency and user experience.
- Managed, art-directed, and provided creative guidance to external designers and contractors to ensure high-quality execution.

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

- Maintained, evolved, and shaped the ICE brand.
- Designed high-impact creative for campaigns, tradeshow, social media, webpages, videos, motion graphics, templates, branded photography, and presentations.
- Led environmental and experiential design for ICE Experience, the company's largest annual mortgage technology exhibition (2022-2024).
- Partnered cross-functionally with stakeholders, designers, content, UX, video production, and event teams to ensure design consistency and on-time asset delivery.

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

- Designed campaign, tradeshow, social media, web, video, motion, and presentation assets across digital and print channels.
- Led the design of award-winning marketing campaign visuals, elevating brand presence and creative quality.
- Provided mentorship to designers, coaching on design principles and execution.
- Collaborated closely with events teams to obtain specifications and produce high-quality event and environmental assets.

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

- Developed print and digital assets for CEO, such as product and patent renders, logos, social media graphics and web pages.
- Built various websites, train team members to use website platforms.

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

- Developed print, digital, video marketing material, renderings, product mock ups, email blasts, ads, web content.
- Product designed for company's award winning Engravings, Digital Imagery, and Blendz metal collections.
- Maintained various CMS's including WordPress sites and Open Asset.

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

- Led production of graphics for print media.
- Designed, managed, updated company WordPress site and social media.
- Prepared print ready files for wide format printing.

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