

jessica.y.design@gmail.com
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Jess Young

References available
upon request

Education

Old Dominion University

Norfolk, VA | May 2016

BFA Graphic Design
Minor in Marketing

Skills

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Adobe Lightroom
Sketch
Invision & Zeplin
Microsoft Office
WorkFront
Trello

Conferences

National Student Show & Conference

2015, 2016

INBOUND

2020

Awards

GRAPHIS Silver

Type in Use Series
2018

National Student Show & Conference

2016

Richmond Ad Show Gold

2016

Flux Student Design Competition

2016

Experience

Leesa Sleep

Virginia Beach, VA | July 2018 – Present

Senior Graphic Designer

July 2020 – Present

- Collaborate with the marketing leadership team to bring the evergreen brand and direct response marketing campaign designs to life
- Plan, execute, and style photo and video shoots to fill asset gaps
- Work closely with the e-commerce team to produce consistent brand design across the customer journey
- Design and execute all product packaging delivered within the U.S. and internationally
- Manage all design team projects from brainstorm to production within WorkFront project management
- Run as brand checkpoint across all campaign and evergreen collateral
- Partner with the performance marketing team to run creative A/B tests to optimize conversions in paid social and display ads

Graphic Designer

July 2018 - July 2020

RBMM | The Richards Group

Dallas, TX | May 2016 – June 2018

Graphic Designer

- Designed branding collateral for clients such as HEB Central Market, Chick-fil-A, AT&T, AAA, Choctaw, and many more
- Concepted and assisted in styled food photo shoots for Central Market seasonal campaigns
- Ideated and designed the UI/UX of the latest Chick-fil-A mobile app with a small team of designers

Virginia Aquarium & Marine Science Center

Virginia Beach, VA | Jan. 2016 – May 2016

Graphic Design Intern

Service

757 Creative ReUse Center

Norfolk, VA | Jan. 2020 – March 2020

Workshop teacher & volunteer

- Organized and sorted donations
- Lead creative and sustainable craft classes monthly

Dallas Society of Visual Communications

Dallas, TX | Aug. 2016 – June 2018

Board Member

- Volunteered and coordinated events for industry leading speakers to speak at DSVC
- Served on the board for planning the National Student Show & Conference

AIGA ODU

Norfolk, VA | May 2015 – May 2016

Student President

- Organized speakers and workshop for fellow design students and designed promotional material