

GRAPHIC DESIGN & ART DIRECTION

JENNY YIEH

PROFESSIONAL EXPERIENCE

PRECISIONvalue

Associate Creative Director

June 2014 - January 2024

- Experience as lead designer for prominent clients such as Pfizer, Agios, Incyte, Johnson & Johnson Innovative Medicine, Eli Lilly, Novartis, and Bristol-Myers Squibb
- Responsibilities include: designing product launch marketing materials; interpreting content and expressing ideas conceptually; translating data into communicative visuals and infographics; providing clear creative direction to peers, direct reports, studio, and developers; managing direct reports and guiding their career development; working with different internal stakeholders to meet client expectations; presenting concepts to internal teams, senior leadership, and clients

Bonobos

Associate Graphic Designer

October 2012 - June 2014

- Creating social media, digital, and print advertisements
- Designing headers, landing pages, and homepage monthly flips
- Creating print and digital event invitations
- Preparing decks for potential partners
- Designing seasonal digital look-books
- Designing Bonobos shop-in-shops for Belk department stores, Bonobos retail stores, product signs, postcards, and posters
- Brainstorming with the Creative Director, Art Directors, and peers on photo shoot concepts and seasonal branding

Assouline

Freelance Designer

October 2010 - January 2011

- Designing home page heroes for assouline.com
- Creating digital advertisements promoting Assouline books

Graphic Design Intern

September 2009 - August 2010

- Creating identities, branding, designing websites, and coming up with product ideas for major clients such as Harry Winston, Assouline Retail, Reed Krakoff, New York Forum, HBA, and Mattel's Barbie and Ken

Design Direction

Freelance Designer

September 2009 - December 2010

- Designing and illustrating greeting cards for all occasions and holidays

CONTACT

1.718.483.5388

jennyyieh@gmail.com

PORTFOLIO

jennyyieh.com

EDUCATION

Bachelor of Fine Arts Communication Design

Parsons School of Design
New York, NY

SOFTWARE EXPERIENCE

- InDesign
- Photoshop
- Illustrator
- Figma
- XD
- PowerPoint

SKILLS

- Creative Concepts
- Identity & Brand Design
- Infographic Design
- Art Direction
- Large Decks & Presentation Design
- Packaging Design
- Print Design
- UI & UX Design
- Delegating
- Providing Feedback
- Detail-oriented
- Multi-tasking
- Time Management