

Jack Yu

EXPERIENCE

Founder & Creative Director | Jackyu Design

October 2019 - Present

Curated and developed emerging brands such as Spy Society, Data Foundation, Valisure, Spiral, BioRomper, 6FTCloser, and Everwipes. Designed, consulted, and expanded UI and UX experience throughout clients' digital platforms.

Lead UI Designer | First in Service Travel Inc.

September 2019 - Present

Designed and launched First in Service's website and digital magazine. Improved the company's intranet UI and redefined user journey. Provided branding consultation, conducted user research, built user personas, created low-fidelity designs, and delivered high-fidelity final product with customized CMS integration.

Creative Designer | Loeb.nyc

January 2019 - July 2020

Designed the company's core digital presence, including website, blog, email communication, and social media channels. Lead rebranding projects for three portfolio companies to an improved brand experiences.

Social Media Manager & Designer | Stony Brook University

August 2017 - May 2019

Planned and executed integrated campaigns including print, video, paid, social, and activation with two to three clients weekly. Lead a team of three to generate content and execute campaigns.

Web Designer | DoIT - Stony Brook University

August 2016 - September 2017

Wireframed, designed and maintained the department's website using WordPress. Coordinate with other team members to produce site content.

CONTACT

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@jackyudesign

EDUCATION

Bachelor of Science in Business Management and Journalism

Stony Brook University

August 2015 - May 2019

MPS in Branding and Integrated Communication

City College of New York

August 2020 - May 2022

TOOLS

Figma, Sketch, Photoshop, Illustrator, After Effects, Premiere Pro, Final Cut Pro, Adobe XD, Protopie, Framer, Invision, Zeplin, Google Analytics, WordPress, Webflow, Wix, Blender, HTML, CSS.

SKILLS

Art Direction + Brand Design | UX + UI Design | Photography + Video Production | Campaign Development | Strategy | Illustration