

Jessica Yoon

ART DIRECTOR

byjessicayoon.com
.jessicayoon00@gmail.com

Skills

Adobe Creative Suite CC
Figma
Google Suite
Microsoft 365 Suite
Deck Design
Content Creation
Marketing Strategy

Awards

AAF's Most Promising
Multicultural Student 2021
Publics Groupe Multicultural
Talent Pipeline 2020
Campbell Ewald Creative Program
MAIP Fellow 2020 & 2021
Dean's List 2019 & 2020

Education

University of Oregon
BA Journalism: Advertising
Minor Art

Art Director

VeSync ● Mar 2024 - Present

- Took marketing initiatives and strategic positioning to creative concepts for go-to-market and other marketing campaigns
- Led the internal creative team to approve and output assets that align with the creative vision
- Built and launched Pawsync brand, focusing on elevating brand awareness and driving product recognition to achieve revenue growth

Art Director

Hyphenated- ● Sept 2022 - Feb 2024

- Participated in pitches to win new businesses for our independent agency
- Leveraged strong and innovative big ideas to develop concepts rooted in strategic thinking and insights derived from culture that translates across all various mediums of presentation

Clients: AppleTV, Nike Baseball, Guayaki, BeautyPie

Art Director/Content Creator

VaynerMedia ● Oct 2021 - Sept 2022

- Created high volume of compelling content across all paid and organic social channels which led to increased follower growth and drove awareness of Tinder and Indeed
- Built the brand through leveraging cultural trends, continuously integrating insights into social strategies to ensure relevance in target markets
- Successfully managed the entire content creation process within a tight deadline, from ideation to production to maximize engagements

Art Director Intern

Laundry Service & The Community ● Jan 2021 - Aug 2021

- Pitched new social concepts for @Rotations and with a focus on storytelling of the musical artists, followed with increased likes
- Participated in editing of Amazon x Jack Harlow "That's what they all say"
- Designed graphics for VolksWagen's new car launch, Atlas, TV commercials, banner, and print ads