

JESSICA AW

PHONE [206] 778-6056

EMAIL jessica@awdigimedia.com

WEB <https://awdigimedia.com>



SUMMARY OF QUALIFICATIONS

- 17 years of work experience in graphic design; well-inversed in photo editing, illustration, infographics, and photography
- 4 years of work experience in marketing and branding; extensive knowledge in Amazon listing
- 4 years of work experience in project management, which includes cross functional collaboration within an organization, external and internal stakeholders communication, SOP management

PROFESSIONAL EXPERIENCE

MyGift Enterprise LLC

APR 2016 - PRESENT

Senior Graphic Designer

- Create and manage visual design on 1000+ Amazon listing; single-handedly manage the design from product photography via Photoshop to branding images finalizing to marketing strategies alignment
- Direct the art direction of product display through preparation and monitoring of SOP; work became the blueprint of all future projects in product display
- Serve as the subject-matter expert to product launch teams on product listing visual effects and eCommerce storefront designs; input serves as upstream feedback in product design to 20 factories around the world
- File design patent of product displays and collaborate with legal team and marketing team to identify patent design infringement cases; report directly to the CEO regarding the U.S. and global IP protection work strategies
- Research and implement hashtag marketing tactics to promote company's brand image and product awareness; using SEO keyword analysis; effectiveness of the program monitored via A/B testing before implementations
- Develop company's YouTube channel strategy, such as hashtag, to grow subscribers and followers on other social media accounts; successfully increased the YouTube subscribers of the channel by 30x within a quarter
- Collaborate with the marketing team to create design briefs to promote the company's brand identity; manage visual content libraries to ensure follow-through of design briefs when work is handed to offshore teams

Epoch Design LLC

OCT 2005 - APR 2016

Graphic Designer

- Designed and created the company's website using Dreamweaver, HTML, and CSS; constantly updated the content in the website that aligned to the company's vision and customer needs
- Managed a subsidiary website owned by the company via WordPress and WooCommerce; collaborate with marketing analytics team to redesign the website to improve customer retention rates
- Utilized Sketch as a wireframe tool to create low-fidelity mockups for company websites and other applications
- Utilized Illustrator to create 2D mechanical line drawings in furniture assembly instruction manual; collaborated with the product team to ensure the instructions were well-informed and the visual design was clear to customers
- Utilized InDesign to create flyers and banners for seasonal promotions
- Created GIF Animation via Illustrator & Photoshop for the company's website and visual effects on content marketing
- Collaborate with the marketing team to create design briefs to promote the company's brand identity; manage visual content libraries to ensure follow-through of design briefs when work is handed to offshore teams

TECHNICAL SKILLS

Photoshop

Illustrator

InDesign

Premiere

WordPress

Dreamweaver

PowerPoint

Word

Excel

Outlook

SharePoint

Sketch

XD

Figma

Google AdWords

EDUCATION

BFA in Graphic Design

AA in Web Design

HOBBY

