

Jeanne Chang

Creative Director & Designer

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Skills

Creative Direction

- » Principal Design Direction
- » Strategic Design Thinking
- » Project Management
- » Brand Design
- » Marketing Strategy
- » Landing Page Optimization
- » SEO Best Practices
- » Photo Shoots

Design

- » Brand Guidelines
- » ADA & WCAG Best Practices
- » Diverse & Inclusive Designs
- » Digital Display Ads & Banners
- » Video Scripts and Storyboards
- » Responsive Website Design
- » UI & UX Design

Tools

- » Adobe Creative Suite: Photoshop, Illustrator, InDesign
- » UI: Sketch, Figma
- » Code HTML & CSS
- » CMS (WordPress, Squarespace, Square)
- » E-commerce (Amazon, Shopify)
- » Analytics (Google Analytics, Crazy Egg, Optimizely)
- » Email Marketing (Mailchimp, Hubspot, Constant Contact, etc.)
- » Project Management (Trello, Monday, Asana)

Education and Certifications

Academy of Art San Francisco
BFA Web Design & New Media

SF State University
Intro to JavaScript

AcademyX San Francisco
Web Design Certificate

Elgin Community College
AA Computerized Graphic Arts

VIPKid Global San Francisco - Online Language EdTech

Creative Manager, Global Marketing | February 2021–Present

Visual Designer, U.S. Marketing | August 2019–February 2021

- Launched a new product in a month by collaborating with our product team on the design, and overseeing the buildout, and improving user experience.
- Develop product designs that are informed by user research, business objectives, and user experience best practices.
- Oversee design and promotion needs for teams across the U.S. and Asia including marketing, community, curriculum, and business development to successfully recruit 40,000 new teachers in 2 years.
- Perform and leverage competitive research and testing to uncover audience insights and create marketing strategies that achieve KPI targets (Led a campaign that increased CTR by 40% and doubled sales).
- Manage two contractors—define scope, timelines, and prioritization for projects and develop workflows that keep the team performing efficiently.

Sushirrito SF and NYC - World's First Sushi Burrito Concept

Brand Manager, Part-Time | March 2021–January 2022

Brand Consultant | September 2014–March 2021

- Led the rebrand and launch of new website and brand guidelines.
- Helped to ensure on-brand partnerships and brand expansion.
- Provided consulting on marketing strategies, branding, and content creation.

Freelance

Creative Director/Designer SF and NYC | September 2014–March 2021

- Provided creative direction and design services to create clients' brand and visual identity from logo design, signage, packaging, and marketing assets.
- Planned, designed, coded, and maintained all aspects of clients' websites including domain and hosting setup, WordPress customization or HTML websites, and SEO.
- Performed press-checks and supervised production/installation of graphics.

Sojern San Francisco - Global Travel Ad Tech Powered by AI

Lead Visual Designer | July 2013–September 2014

- Collaborated with data scientists to translate the data into clear and easy-to-understand content and infographics that drove the core of the business.
- Provided creative direction and on-brand designs for the corporate website, blog, marketing collateral, press releases, and creative assets.
- Managed 5 direct reports—interviewed, trained and onboarded interns, designers, and copywriters.

Tightrope Interactive Inc. San Francisco - Online Marketing

Senior Web Designer | March 2012–July 2013

Web Designer | August 2010–March 2012

Intern | June 2010–August 2010

- Designed, coded, and optimized websites and landing pages to increase user engagement from 30 sec to 2.5 min which resulted in higher conversion rates.
- Collaborated cross-functionally to develop new marketing campaigns.
- Created guidelines and best practices for the design team that successfully streamlined the workflow and increased team efficiency.
- Managed 4 direct reports—interviewed, trained, and onboarded interns and junior designers.

Signographics San Francisco - Signage and Printing

Managing Partner, Operations | April 2007–March 2009

Senior Designer | January 2004–April 2007

- Managed daily operations and a team 3 direct reports to ensure that clients received quality signage solutions for their business that met project goals, budgets, and deadlines.