

Jeanne Chang

Creative Leader

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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
2010-2011

AcademyX San Francisco
Web Design Certificate
2009

Elgin Community College
AA Computerized Graphic Arts
2003, GPA 3.9

Colander LLC - IOS APP to Streamline Restaurant Operations

Design Manager | Freelance | January 2022–Present

- Assist the founder with fundraising and marketing strategy.
- Create assets for the website, app store launch, and pitch decks.
- Influence product design strategy by providing recommendations on external development team's designs and user flows.
- Developed the brand vision for Colander. This includes the logo, icons, defined brand colors, and other visual assets.
- Participated in beta testing and documenting feedback.

VIPKid Global San Francisco - Online Language EdTech

Creative Manager | February 2021–January 2022

Visual Designer | August 2019–February 2021

- Led the rebrand which included development of brand guidelines and asset management solution to ensure consistency across all design and promotion needs in the U.S. and Asia.
- Engaged cross-functionally with product managers, engineers, and business devs to solve problems. Created UI wireframes, redlines, and suggestions to improve user experiences.
- Worked closely with marketing managers to create campaign strategies that achieve KPI targets by performing and leveraging competitive research and user testing to uncover audience insights. This included landing page optimization, SEO, surveys, and ad testing.
- Aligned with executive stakeholders to define project scope and goals, establish timelines, and keep projects moving forward to meet deadlines.
- Grew and led the design team to support user acquisition campaigns which included landing pages, email marketing, in-person and virtual events, social media content, blog posts, digital ads, and in-product education.

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

Design Manager | Freelance | September 2014–January 2022

- Led the rebrand and ensured on-brand partnerships during expansion.
- Maintained vendor relationships to negotiate the best pricing and terms.
- Consulted on marketing strategies, branding, and content creation.
- Planned, designed, coded, and maintained all aspects of company website.
- Designed marketing collateral, packaging, shirts, website, event displays, signage, and other branded collateral.

Sojern San Francisco - Global Travel Ad Tech Powered by AI

Lead Visual Designer | July 2013–September 2014

- Worked closely with team leaders to ensure alignment on project goals.
- Collaborated with data engineers to translate data into easy-to-understand content and infographics to support marketing initiatives.
- Facilitated the design of creative assets that include white pages, blog posts, email newsletters, press releases, banner ads, white papers, videos, etc.
- Updated and maintained the corporate website and WordPress blog.
- Recruited and managed in-house and freelance 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 and coded websites and landing pages.
- Partnered with project and marketing managers to test and optimize products to increase user engagement and conversion rates.
- Developed and maintained style guides, asset libraries, and templates that successfully streamlined the workflow and increased productivity.
- Grew creative team and mentored design interns and junior designers by ensuring they have the tools and understanding to meet expectations.