



Jacqueline Yang

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Skills

Brand & Visual Identity
Editorial Design
UX/UI Design
AI Workflow Design
Creative Strategy

Tools

Figma
Adobe Creative Suite
After Effects
Premiere Pro
Mailchimp
Keynote

AI

Claude (Design, Skills, Cowork)
Adobe Firefly (image & video)
ChatGPT
Gamma
Napkin.ai

Languages

English (Fluent)
Mandarin Chinese (Native)

Work Experience

American Technology Services Senior Graphic Designer | July 2023 - May 2026

- Owned all brand and marketing design across three IT services companies (ATS, Worldwide TechServices, and 200Apps), spanning web, sales collateral, social media, and content resources including ebooks, infographics, and whitepapers.
- Led the end-to-end redesign of the ATS website, from concept and prototyping through developer handoff, growing monthly sessions from 1.9K to 9.8K (417%) in the 19 months following launch. Also designed and delivered the complete Worldwide TechServices website redesign through handoff.
- Served as lead designer on client web projects, delivering complete redesigns for the Aerospace Medical Association (AsMA), the North American Securities Administrators Association (NASAA), and Artisan Dental.
- Built a company-wide brand hub site, giving every department self-serve access to on-brand templates, color palettes, fonts, and onboarding assets.
- Developed AI-assisted workflows for the marketing team, creating reusable skills and scheduled market analysis that expanded my role into trend research shaping quarterly social content.
- Designed Sentries, ATS's client-facing cybersecurity dashboard, working with backend and security teams from concept through design handoff, and created its full internal launch kit spanning apparel and branded merchandise.
- Created the visual identity and application design for a patented AI SEO product.

VR/AR Association (VRARA) Designer | July 2023 - May 2026

- Designed whitepapers for Meta Innovation Day and event campaigns for NY TechWeek, including social graphics, invitations, and branded merchandise.

Freelance Designer | May 2020 - Present

- Developed logo concepts and brand usage guidelines for OneShot, a Vancouver-based wedding photography studio.
- Designed complete brand systems for early-stage startups across pet services, education, skincare, and womenswear, delivering logos, packaging, stationery, and brand guidelines that translate founders' business goals into cohesive visual identities.

SVI Design Design Intern | Apr 2022 - Nov 2022

- Worked across branding, editorial, digital content, brand analysis, and media marketing for clients including Rosewood Hotels & Resorts, Taschen, Lakeland, and Dandi Living.
- Contributed across all project stages, from research and design to execution, collaborating directly with the senior designer and creative director.
- Led SVI's own media content and the repositioning of Coxmoore; supported project management, coordinating with production teams and reporting progress to clients.

Education

Central Saint Martins | Sep 2021 - July 2023

MA Graphic Communication Design

Parsons School of Design | Sep 2017 - May 2021

BFA Communication Design

Minor in Creative Entrepreneurship

Dean's BFA Scholarship

Rhode Island School of Design | Summer 2021

Continuing Education: Identity Design for Branding