

JESSIE YAO

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EDUCATION

Parsons School of Design

MPS | Communication Design

August 2019 – May 2020

Cornell Tech

Visiting Student | Product &

Startup Studio Collaboration

August 2019 – May 2020

Parsons School of Design

BFA | Communication Design

August 2014 – May 2018

SKILLS

Design & Research

User Experience Design,

User Interface Design,

User Research, User Testing

Typography, Print, Branding,

Packaging, Motion Graphics

Tools

Figma, Sketch, Invision, Principle,

Photoshop, Indesign, Illustrator,

Premier Pro, After Effects, XD

Coding

HTML, CSS, Javascript

Languages

English, Chinese

EXPERIENCE

Graphic Designer | Nnovate Studios

October 2020 - Present

- Developed brand identities for clients under Creative Director
- Redesigned e-commerce sites and email templates
- Designed holiday advertising materials and experiences

Digital Designer | Freelance

June 2020- Present

- Developed brand identities for startups
- Led user research and testing to improve product experience
- Created sketches, wireframes, and high-fidelity prototypes

Clients include: Mocaa, Alako, Ceiba Ibogaine

Graphic Design Intern | D.A.P. Artbook

September 2018 – December 2018

- Promoted new books and events through email and Instagram
- Processed content and designed pages for sales catalog
- Designed advertisements and sales materials

Graphic Design Intern | TODA

January 2018 – May 2018

- Updated DERT website layout to highlight new releases
- Collaborated on tourism project for DUMBO Neighborhood
- Created illustrations for children's books and social media

Graphic Designer | SLM Parfums

May 2016 – January 2018

- Designed a unique e-commerce website focused on storytelling
- Developed brand identity for SLM (logo, type, illustrations)
- Created perfume bottles, packaging, and printed materials
- Created elements for pop-up at the Pierre Hotel

Thanks for taking a look!