

Design Guy + Marketer

JACOB YU

Please contact me at: jacobyuworks@gmail.com

Or you can find me on: www.jacobyuworks.com



Summary



Hi, my name is Jacob!

I am a graphic designer with 6+ years of in-house design experience collaborating with marketing teams, and I specialize in print and layout design.

I am committed to effectively communicating your message and vision to your target audience.

Los Angeles-based, but deeply inspired by travel and the *lives + stories* of people from around the world.

I am an absolute *sucker* for beautifully designed product packaging, or an exquisitely bound and designed hardcover on a book.

In my spare time I travel, and cook Italian, Korean, Japanese, French food, give cats back scratches, and hike as often as I can in the splendor of nature.

Skills + Proficiencies

Adobe Creative Suite
(Photoshop/Illustrator/
InDesign/Premiere/After Effects)

Catalog & Print Layout Design

Print Asset Design

Digital Asset Design

Product Photography

Photo Editing/Retouching

Video Editing

Drone Photography/Videography

Canva

HTML/CSS

Copywriting

Social Media Community
Management

Korean/English Localization

Bilingual in Korean & English

Education

**B.S. Urban & Regional
Planning**

Cornell University, Ithaca, NY

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Experience

Allied High Tech Products, Inc.:

Graphic Designer & Marketing Associate

Rancho Dominguez, CA | March 2014 - June 2020

- Created an extensive range of print layout designs using Adobe InDesign (annual product catalog, product brochures, calendars).
- Meticulously handled preflight formatting of InDesign documents and ensured their delivery to printing shops; liaised with printers to ensure timely completion of jobs.
- Successfully led a comprehensive rebrand of the company's marketing materials, from conception to finish. These efforts greatly contributed to regular Month-over-Month sales increases, culminating in several company-wide bonuses for all employees.
- Updated and modified existing layout designs using Adobe InDesign to reflect most up-to-date product lineup and specifications.
- Edited product photos using Adobe Photoshop (clipping paths, retouching, adjusting color balance/exposure/contrast/brightness, etc.) to print and web specifications.
- Produced design assets such as icons, logos, and custom graphics using Adobe Illustrator for use in marketing collateral.
- Adhered to branding standards across entire product range.
- Edited and proofread all copy for printed marketing collateral.
- Company clients included: Tesla, Inc., Honeywell International, Inc., Raytheon Technologies, Boeing, Northrup Grumman, Intel.

Hey Poor Player:

Content Creator, Community Manager, Writer

Remote | June 2020 - Present

- Managed social media community for video game review website.
- Created/edited video footage to produce engaging YouTube content for gaming community.
- Authored written content on video games and gaming culture, on Wordpress platform.
- Utilized and adhered to best SEO practices to improve page ranking.
- Closely monitored Google Analytics to implement data-driven content strategies.
- Actively participated with community members to drive further engagement with the site and social media platforms.
- Stayed up-to-date with the latest changes in social media algorithms to sustain growth of website and social media channels.

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Experience

Superiority Complex:

Graphic Designer & Community Manager

Torrance, CA | June 2018 - Oct 2021

- Built-up and managed a body of social media content for lifestyle brand, with daily content creation and interaction with online community.
- Using Adobe Illustrator and Photoshop, created apparel and merchandise designs.
- Developed and created original artwork and layouts (using Adobe Illustrator, Photoshop and InDesign) for web and social media, while keeping in line with brand vision, aesthetics, and identity.
- Coordinated with outside vendors on product and print manufacturing specifications to ensure flawless production of merchandise.
- Operated under tight deadlines to complete and deliver visually compelling, high-quality designs.
- Handled all customer support queries and feedback.

South Bay Literacy Council:

Graphic Designer & Community Manager, Marketing Director

Torrance, CA | July 2012 - June 2014

- Using Wordpress, built and maintained the nonprofit organization's website.
- Managed all social media accounts to drive engagement and public interest in the non-profit's mission to tackle adult illiteracy.
- Created and executed marketing initiatives to encourage engagement across multiple audiences within the local community.
- Responsible for the design and production of printed marketing collateral and design assets (brochures, flyers, letterheads, conference programs, posters, and business cards) from concept development and design, to finished product.
- Promoted to Marketing Director in less than one year.