

# Jack DeYoung

[www.jackdeyoung.com](http://www.jackdeyoung.com)

LinkedIn Profile

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## EDUCATION

2006 - 2009 | Cornish College Of The Arts | BFA Visual Communication

2004 - 2005 | Shoreline Community College | Graphic Design

1999 - 2003 | Seattle Central Community College | AA Degree

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## EXPERIENCE

### **Atlassian**, Remote (contract)

Senior Visual Designer - Atlassian Events & Brand Team | Sept. 2022 - Present

As part of the creative team, I collaborated with the AD and Stakeholders while leading the design work on multiple brand identities and campaigns for the Community & University work for products launching in Q1 2025. I also guided supporting designers through the process from concept to completion creating a variety of digital assets across a wide range of brand touch points and presenting to marketing leaders throughout the process. Additional digital work includes motion design for responsive web and animation for social ads, responsive web design, creating brand libraries in Figma, interaction design, brand guidelines, and presentations.

### **Amazon Go**, Remote (contract)

Senior Visual Designer - Amazon Go Creative Studio | Aug. 2021 - Sept. 2022

As part of the creative team, I collaborated with the CD and writers and led the design work on multiple brand initiatives and seasonal campaigns. I was responsible for juggling numerous campaigns across various digital platforms, leading design through concept to completion, and presenting to marketing partners. My contributions included new brand identity assets, brand guidelines, motion design, and animation for various social campaigns from concept to completion, illustration, conceptual design look & feel for campaigns, and design layouts for both print and digital.

### **REI Corporate HQ**, Kent

Senior Visual Designer - Brand & Campaigns Team | Apr. 2014 - May 2020

I collaborated with Creative Directors, Art Directors, Designers, and Writers alike on countless integrated campaigns and brand projects from concept to completion. I managed multiple campaigns, designers, and projects across various digital and traditional channels. My contributions included art direction, presentation decks, presentation to leadership, look & feel, defining brand (campaign) identity systems, layout design, brand and campaign style guidelines used for print and digital marketing materials. Additional digital work included motion design and animation for social ads, interaction design, UI/UX responsive design for the following traditional and integrated campaigns: Co-op Cycles, Anniversary Sale, Let's Camp, Force of Nature, Opt Outside, Co-op Community, REI Adventures, Dynamic Weather, Every Trail Connects, Pray for Snow, United Outside, Holiday, Winter, Spring, Summer, Fall, Labor Day Sale, and 4th of July Sale.

### **Push Design**, Seattle

Visual Designer | January 2012 - March 2014

Worked directly with the Creative Director, and Writers, concepting, designing, and executing brand communications for web and print independently and collaboratively, in a team environment managing multiple projects under tight deadlines. In the lead design role, I was responsible for creating and defining each brand's visual identity system and managing the creative process from concept to completion while providing art direction to junior designers, interns, web content managers, and external vendors. Created logos, brochures, stationery systems, print materials, presentations, brand guidelines, logo style guides, storyboards, UI/UX design, motion design, and video editing.

Clients: Initiative for Global Development (IGD), Microsoft, Noble House, Uniform Medical Plan, Gantthead, Sound Health & Wellness Trust, Dividend Reality Group, Mercedes-Benz, Puget Sound Health Alliance, Connor Partners, Foss Marine Holdings, Landesea.

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## EXPERIENCE CONT.

### **Outdoor Research**, Seattle

Freelance Visual Designer | July 2011 - January 2012

Responsible for managing multiple projects and contributing creative ideation from concept to completion for sponsored athlete campaign identities, design layout look & feel for their annual product catalog and government product catalog, publication ads, posters, e-commerce, microsites, animation storyboards, and motion design.

### **DNA**, Seattle

Visual Designer | January 2010 - June 2011

As part of the creative team, I gain experience within a traditional advertising environment by leading the design direction look & feel for a wide range of clients while managing multiple projects for brand identities, web design for both desktop and mobile, interactive design, ad campaigns and editorial layout design.

Clients: American Express Publishing (Executive Travel Magazine), UW Medicine, University of Washington, UW Athletics, RMG Asset Management, Stadium Nissan, The Kidney Trust, Seattle City Light, PEMCO, BECU, Catalyst Kitchens.

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## SOFTWARE & SKILLS

Adobe CC InDesign	Adobe CC After Effects	Sketch
Adobe CC Photoshop	Adobe CC Premiere Pro	HTML5 / CSS
Adobe CC Illustrator	Framer Studio	Figma

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## AWARDS

2011 Folio Awards | Silver Winner: Executive Travel Magazine | March/April 2011  
2010 MinOnline Awards | Honorable Mention: Executive Travel Magazine | May/June 2010  
2008 Cornish Design 1-2-3 Show | Honorable Mention  
2008 Adobe Design Achievement Award | Semifinalist | Print Communications  
2008 Adobe Design Achievement Award | Semifinalist | Packaging Design  
2007 & 2008 Cornish College of the Arts President's Scholarship  
2007 Adobe Design Achievement Award | Semifinalist | Environmental Design

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## REFERENCES

Daniel Thompson | Sr Designer | Dykeman Architecture

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Larry White | Design Director | DNA Seattle

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Jenny Mesdag | Marketing Manager | Outdoor Research

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John Close | Creative Director | Push Design

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Dana Deininger | Creative Director | Amazon Go

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Kellie McCool | Art Director | Atlassian

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