

# Jack DeYoung

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

PW VersaVice25\$

LinkedIn Profile

## 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

## EXPERIENCE

### Indeed, Remote

Senior Visual Designer - Indeed Design Studio | Oct. 2024 - Present

As part of the Design Studio, I led art direction for the design refresh of Indeed's landing page with a revised scalable visual identity system to attract and drive additional engagement. Developed and implemented new design systems and component libraries in Figma, which ensured scalability, including updated visual brand guidelines defining the new look & feel and implementation guidelines. Other contributions included brand identity work for new AI products and animated prototyping, refining UI design for native mobile apps, defining motion for the end-to-end user experience with upcoming AI products, and working directly with senior leadership, brand creative, and the design studio to refresh presentation layouts across marketing and design teams with the new brand look and feel.

### Atlassian, Remote

Senior Visual Designer - Atlassian Brand Team | Sept. 2022 - October 2024

As part of the creative team, I collaborated with the Art Director and Stakeholders while leading design work on multiple scalable brand identity systems for events and digital campaigns for both products and corporate marketing. I also managed supporting designers through the process from concept to completion, creating a variety of digital assets across a wide range of brand touchpoints and presenting to marketing leaders throughout the process. Additional digital work includes motion design for web and animation for social ads, responsive web design, creating and updating brand libraries in Figma, interaction design, brand guidelines, and presentations.

### Amazon Go, Seattle

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 and seasonal campaigns. I was responsible for juggling numerous campaigns across various digital platforms, leading design and designers through the process from concept to completion, and presenting to marketing partners. My contributions included a brand identity refresh, 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 Lab | Apr. 2014 - May 2020

I collaborated with Creative Directors, Designers, and Writers on countless integrated campaigns and brand projects from concept to completion. I managed multiple campaigns and brand refreshes, 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 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.

Brand & Campaigns: Path Ahead, Co-op Cycles, Anniversary Sale, Let's Camp, Force of Nature, Opt Outside, Co-op Community, REI Adventures, Dynamic Weather, Every Trail Connects, Holiday, Winter, Spring, Summer, Fall, Labor Day Sale, and 4th of July Sale.

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## EXPERIENCE CONT.

### **Push Design, Seattle**

Lead Designer | January 2012 - March 2014

Worked directly with the Creative Director and Writers, conceptualizing, 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, created and defined visual identity systems and managed the creative process from concept to completion while guiding the activities of Designers, interns, web content managers, and external vendors and creating brand guidelines, presentations, logo style guides, storyboards, UI/UX website design for responsive sites, motion design, animation, 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.

### **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. Designed layout look & feel for their annual 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 and 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 InDesign	Adobe After Effects	HTML5 / CSS	Lovable
Adobe Photoshop	Adobe Premiere Pro	Figma	Supabase
Adobe Illustrator	Webflow	ChatGTP	Rive

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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

Larry White   Design Director   DNA Seattle <a href="mailto:lw@larrywhitestudio.com">E lw@larrywhitestudio.com</a> <a href="tel:206.812.1687">T 206.812.1687</a>	Joel Ertsgaard   Design Director   REI <a href="mailto:joel.ertsgaard@gmail.com">E joel.ertsgaard@gmail.com</a> <a href="tel:206.851.0621">T 206.851.0621</a>
Jenny Mesdag   AD   Outdoor Research <a href="mailto:jennymesdag@gmail.com">E jennymesdag@gmail.com</a> <a href="tel:206.992.5585">T 206.992.5585</a>	Kellie McCool   AD   Atlassian <a href="mailto:kmccool@atlassian.com">E kmccool@atlassian.com</a> <a href="tel:415.867.6576">T 415.867.6576</a>
John Close   CD   Push Design <a href="mailto:johnc@pushdesign.net">E johnc@pushdesign.net</a> <a href="tel:206.749.9995">T 206.749.9995</a>	Ryan Hovenweep   Dir. UX Design   Indeed <a href="mailto:rhovenweep@indeed.com">E rhovenweep@indeed.com</a> <a href="tel:512.750.9414">T 512.750.9414</a>