

Jack DeYoung

www.jackdeyoung.com

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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

EXPERIENCE

Indeed, Remote

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

As part of the design studio, I led art direction for Indeed's landing page refresh, introducing a revised, scalable visual identity system to attract and drive greater 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 a new brand look and feel.

Atlassian, Remote

Senior Brand Designer - Events & Brand Team | Sept. 2022 - October 2024

I collaborated with the Art Director and directly with Stakeholders, leading design work on multiple scalable brand identity systems for events and digital campaigns across both product and corporate marketing events. I also managed and supported designers throughout the process, from concept to completion, creating a variety of digital assets across a wide range of brand touchpoints and presenting them to marketing leaders. 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, Contract, Seattle

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

Art Direction for various brand identity projects and seasonal campaigns. Lead the animation and motion design for the brands identity system. Responsible for juggling numerous campaigns across various digital platforms. Led a small team from concept to completion while presenting to marketing partners. My contributions included a brand identity refresh, brand guidelines, presentations, motion design, illustration, conceptual design and animation for various social campaigns.

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, and UI/UX responsive design for the following traditional and integrated campaigns. Collaborate closely with external agencies and partners to align contributions with ongoing project.

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.

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, I created and defined scalable brand 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

Brand 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 & Stone, Seattle

Brand Designer | January 2010 - June 2011

I lead the design direction and brand identities for a wide range of brands and clients, web design for both desktop and mobile, interactive design, motion design, ad campaigns, and editorial layout design for Executive Travel Magazine.

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.

SOFTWARE & SKILLS

Adobe InDesign	Adobe After Effects	HTML5 / CSS	Lovable
Adobe Photoshop	Adobe Premiere Pro	Figma	Supabase
Adobe Illustrator	Webflow	ChatGTP	Rive

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

REFERENCES

Kellie McCool | AD | Atlassian
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