

Jessica Lau

www.laujessica.com
UX Designer | Creative

EXPERIENCE

THE LA FASHION MAGAZINE, New York, NY - Art Production Manager November 2019 - November 2020

- Work with Creative Team to execute companies creative design vision
- Utilize software to create or tweak commercial art from movies to advertising from web, social, and print

DASOMI, New York, NY — Designer September 2018 - February 2020

- use strategy to create the visual elements of the brand: logo, color palette, typography, image style, and general look and feel unique to the company.
- content creation and analyze trends, look at new data on social media
- Focused on building a collaborative effort between creative and art directors, copywriters, account managers and the client.

ERRUNDS, New York, NY — UX Design

Internship October 2018 - October 2019

- Design and run both the UI and UX aspect of Errunds
- Conduct concept and usability testing and gather feedback
- Develop wireframes and prototypes around customer needs

JMUNCHKINS, New York, NY — Designer

October 2018 - Present

- Collects and assembles type styles and images, such as illustrations, photographs and drawings, to create a visual design for consumers
- Focused on delivering marketing plan ideas and information through visual communications
- Create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers.
- Specialize in: advertisements and promotional merchandise, brochures and magazines

Brooklyn, NY
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EDUCATION

Hunter College, New York, NY — *BA in Media, Psychology*
AUGUST 2014 - JUNE 2018

Projects

ASIAN CREATIVE NETWORK Leadership

ADOBE XD Challenge

IMESSAGE REDESIGN

SKILLS

Software - Adobe XD, Sketch, Illustrator, Photoshop, Figma, Procreate, Sketchbook

Design - Design Research, Design Strategy, User Interface, Web Design, Storytelling, Prototyping

Others - Social Media

Marketing, Influencer
Market, Photography,

Rotoscope, Storyboarding, Business Strategy, Instagram
Data Analytics

LANGUAGES

English - Native

Chinese (Cantonese) - Native

Chinese (Mandarin) - Conversational

Korean - Conversational