



Jessie Ong

Visual Design + Branding

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EDUCATION

: ArtCenter College of Design

09.2020 – 12.2023

Bachelor of Science in Entertainment Design

Focused coursework — Brand Strategy Lab Transdisciplinary Studio

Worked on a case study to redesign Workday's brand strategy and design system under the instruction of James Chu. The final output includes a new brand messaging, logo, website, mobile app, and other marketing collateral.

EXPERIENCE

: Brand Design Intern

Statsig

Bellevue, WA

05.2023 – 08.2023

Worked in the brand design team to help create a new visual identity system for Statsig's brand refresh. Delivered new pattern library, systemized ad templates, sales one-pagers, blog illustrations, company value posters, stickers, and t-shirt designs.

: Brand Designer

Asian Baked Goods

Los Angeles, CA

10.2022 – 05.2023

Developed the brand identity, design system, and website UI interface. Contributed to social media content and marketing campaigns, packaging design, pop-up events, and product photoshoots. Designed infographics, motion graphics, illustrations, IG storycards, etc. Brand launch resulted in a 70% increase in Instagram user engagement and reached 1.2k accounts organically in 1 month.

: Design Intern

OSEA Malibu

Venice, CA

09.2022 – 12.2022

Worked with the creative team to design branded content for paid and organic social media assets, wholesale infographics, and email marketing. Contributed to the brand refresh in print and digital designs with new OSEA fonts, logos, illustrations, and GIFs. Assisted with asset organization of photo libraries and reference decks on Canto and Wrike.

: Design and Video Editing Intern

Experian

Costa Mesa, CA

06.2022 – 08.2022

Worked in the creative team, "The Cooler" to design and execute brand assets for marketing campaigns, social media, paid ads, and YouTube thumbnails. Collaborated with creative directors and copywriters on storyboarding and presentation decks. Contributed to a 30% rise in social engagement on Instagram.

SKILLS

: Proficient in

Adobe Illustrator, Photoshop, InDesign, Figma, Apple Keynote, Autodesk Maya

: Familiar with

Adobe After Effects, Premier Pro, Unreal Engine, Microsoft Office

: Languages

English, Mandarin, Malay

RECOGNITION

: Experian Hackathon Summer '22

Won 2nd place in the Social category by designing logo, UI, illustrations and intro video for a potential learn-and-earn app.

: ArtCenter Provost's List

Completed all semesters with GPA of 3.80 or higher in the undergraduate program.