

JENNIFER VAN THANG



EDUCATION

BA in Design and Visual Communications, BA in Technocultural Studies | **UC Davis, California**



SKILLS

Graphic & Web Design | Branding | Email Marketing | Illustration | Photography | Filmmaking

Software: Photoshop, Illustrator, XD, After Effects, Premiere, Word, PowerPoint, Excel

Languages: HTML, CSS, and Pig Latin

Communication: Ability to write proficiently, attentively listen, communicate clearly and effectively within group settings, provide art direction and respectfully deliver constructive critique



WORK EXPERIENCE

ART DIRECTOR OF WEBSITES

AVB Marketing

1/18-Present

- As an Art Director, I help lead and manage the web design team. My team
- is responsible for creating quality web designs as well as maintaining sites
- for 500+ clients that consist of independent online retailers of furniture,
- appliances, and electronics. My responsibilities include assuring the quality
- of our web products are held to a high standard, guiding designers in
- producing websites that enhance the experience of our clients' web
- visitors, collaborating with developers to elevate our sites' functionality,
- and working with the Creative Director and other managers to continually
- improve the design process. In addition, I also oversee and create web
- designs for VIP clients, this responsibility consists of conducting discovery
- interviews with the clients, providing wireframes, creating mockups, and
- coding fully functional web pages, all while maintaining communication
- with account executives and clients throughout the process.

MARKETING MANAGER & DESIGNER

Nations First Capital

8/17-7/18

- As a Marketing Manager and Designer, I was responsible for developing
- website content, enhancing organic and cost-per-click website traffic,
- supporting email and marketing automation production processes, manag-
- ing social media content, and helping to manage the creative production of
- both traditional and digital marketing collateral. I collaborated with free-
- lancers and external partners to ensure all marketing materials were
- compelling as well as in line with the brand.

GRAPHIC DESIGNER & DIGITAL MARKETING SPECIALIST

Bailey's Inc

7/12-8/17

- My position covered a wide breadth of responsibilities and required me to
- fill multiple roles including marketing administrator, digital marketing
- developer, and web designer. As a marketing administrator, I was responsi-
- ble for leading the discussions between multiple departments to produce
- content and strategies for promotional efforts. As a digital marketing
- developer, I designed and coded all digital promotions and newsletters,
- making sure the design was pixel perfect and responsive across different
- platforms and devices. By incorporating my understanding of design,
- typography, and animation, I was able to create aesthetic and captivating
- campaigns that yielded high response rates. In creating the promotions, I
- exercised best practices in marketing and utilized methods (such as A/B
- testing and personalization) to improve conversion rates and drive up
- revenue. Additionally, as a web designer, it was my duty to update web
- content, design banners and other graphical elements, update product
- information and product photography, and build landing pages.

**GRAPHIC DESIGNER/
MARKETING ASSISTANT**

Icing on the Cupcake
5/11-7/12

- As a graphic designer at Icing on the cupcake, my responsibilities included conducting photo shoots for new products and flavors, retouching photos, and designing various marketing materials, such as posters, advertisements, flyers, etc. Additionally, I was responsible for designing and coding the online newsletters which were distributed to their fanbase. As a marketing assistant, I acted as a liaison to media outlets and organizations for promotional purposes. Being a part of the marketing department, it was a task of mine to act as a representative for Icing on the Cupcake at charitable events and tradeshow. These events allowed me to promote the company as well as collect contacts for promotional opportunities.

**GRAPHIC DESIGNER/
FILM EDITOR**

Vantage Point Media
6/10-11/10

- Vantage Point Media produces a wide range of digital media, specifically in web design and video content. As one of Vantage Point Media's graphic designers, I was responsible for many tasks including video editing promotional videos, producing unique motion graphics, and designing/maintaining websites.

GRAPHIC DESIGNER
**Amarante Design and
Regraphics**

0/09-6/10

- As a graphic designer, my main responsibilities included creating print and digital advertisements for both Amarante Design and their clients. I've created unique brand identities for companies and produced various promotional materials to further market their business. I completed a wide variety of projects including websites, web banners, brochures, business cards, flyers, banners, t-shirts, as well as other unique items. My employment here helped me attain extensive knowledge and experience in the physical production handling of printed materials; from managing large ink plotters to canvas stretching. As with any client-based service, my experience as a front end designer has shown me the importance of customer satisfaction, starting with interpreting the client's vision, and ending only when the client feel his/her needs have been met.

**MARKETING/
DESIGN INTERN**

**UC Davis Dining
Services/ Sodexo**
9/08-2/09

- As a marketing and design intern, I produced graphic images/prints and provided ideas to further sales in Sodexo's retail department. My major projects was to rebrand the Silo Pub and Café into the Gunrock Pub. In this major assignment, I created various types of signage and advertisements for the restaurant as well as redesigned existing pieces. Many of the designs I produced focused on the eco-friendly/sustainable aspect of the restaurant. While working in this position, I gained proficient presentation skills, knowledge of art/design principles, computer/printing technical skills, and a greater sense of customer service.

MANAGER
**Tercero Dining
Commons/ Sodexo**

3/08-7/11

- The Tercero Dining Commons, located on the UC Davis Campus, hosted on average 1,500 students per meal (while employed there). As a manager, I was responsible for supervising a staff of 25+ employees at a time. My duties included opening and closing shifts, recording cash drawers, monitoring inventory, editing menu changes, interviewing/training new employees, safety training, and constructive counseling. Among my other responsibilities, I was responsible for arranging themed festive meals as well as high-end catering events. Through my experience as a manager, I would say the 3 primary lessons I've learned from this position is the importance of multitasking, the importance of customer satisfaction, and how to be an effective leader.