

JENNIFER VAN THANG



EDUCATION

BA in Design & Visual Communications, BA in Technocultural Studies | UC DAVIS, CALIFORNIA



SKILLS

Branding | Digital Design | Web Design | UI Design | Print Design | Presentation & Deck Design | Email & Social Marketing Design | Illustration | Photography | Filmmaking

TOOLS: Photoshop, Illustrator, XD, InDesign, After Effects, Premiere, Figma, Word, PowerPoint, Excel

LANGUAGES: HTML, CSS, 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

FREELANCE GRAPHIC WEB, & UI DESIGNER

Freelance/Contract

5/22-Present

As a freelance creative professional, I work with clients across a range of industries, including high-end retail (notably with my former employer, Pottery Barn Kids & Teen), digital marketing, and innovative technology companies. My projects include website and UI design, email marketing creatives, social media campaigns, blog imagery, video editing, presentation/PowerPoints, and printed collateral such as guides, flyers, and info sheets. I also offer custom illustration and photography services to support a wide range of client needs. With a focus on delivering high-quality, thoughtful solutions, I prioritize clear and consistent communication throughout each project—ensuring stakeholders remain informed, involved, and confident in the results.

SENIOR DIGITAL MARKETING DESIGNER

Pottery Barn Kids & Teen

10/19-5/22

In this role, I oversaw two direct reports in the creation of digital marketing campaign assets, including seasonal editorial email designs and the visual direction for seasonal eGift cards. Many of the projects I led were high-visibility collaborations with well-known influencers and beloved brands such as Disney, Sesame Street, Dr. Seuss, and Marvel requiring careful adherence to co-branding standards and visual guidelines. I maintained strong cross-functional relationships, provided clear creative direction and feedback, and ensured our team consistently met and exceeded business goals. My focus was on delivering competitive, engaging content that elevated brand presence while aligning with both internal and partner brand expectations.

ART DIRECTOR OF WEBSITES

AVB Marketing

1/18-10/19

I joined the company as a mid-level designer and progressed into the role of Lead Designer before being promoted to Co-Art Director of Websites. I led a team of three web designers in producing high-quality, user-friendly websites and managing ongoing updates for a diverse client base.

My responsibilities included maintaining high design standards, mentoring team members, and ensuring our work delivered strong visual impact and improved user experience. I worked closely with developers to enhance site functionality and partnered with the Creative Director and other managers to continually improve team workflows and design processes. Additionally, I personally led over a dozen web projects for VIP clients from start to finish—including conducting discovery interviews, creating wireframes and mockups, coding fully functional pages, and maintaining communication with both account executives and clients throughout the process.

**MARKETING
MANAGER & DESIGNER**

Nations First Capital

8/17-7/18

At a financing and leasing company serving the logistics industry, I developed marketing content to attract and convert individuals and businesses seeking loans. My core focus was driving qualified traffic to the website and guiding users toward completing a loan application. I was responsible for optimizing website content, increasing organic and paid traffic, managing social media strategy, and supporting email and marketing automation. I also helped produce traditional and digital collateral, ensuring consistent branding and messaging. Working with freelancers and external partners, I delivered compelling, conversion-driven materials to engage prospective clients.

**GRAPHIC DESIGNER
& DIGITAL MARKETING
SPECIALIST**

Bailey's Inc

7/12-8/17

As the lead for all digital media initiatives, I was responsible for the strategy, design, and execution of the company's newsletters, informational web pages, and promotional social media content. I prioritized responsive design to ensure optimal performance across all devices. I led cross-functional meetings to align messaging and content strategy, applied marketing best practices such as A/B testing and personalization, and created visually compelling campaigns—often incorporating animation—that drove high engagement and contributed significantly to revenue growth.

**GRAPHIC DESIGNER/
MARKETING ASSISTANT**

Icing on the Cupcake

5/11-7/12

In this dual-role position, I helped manage both creative and marketing support functions. I assisted in conducting product photo shoots, retouched imagery, and created a variety of branded materials including flyers, posters, and email newsletters. In my role as a marketing assistant, I served as a liaison to partner organizations, helping to coordinate promotional opportunities. I represented the brand at charitable events and tradeshow, where I engaged with the community and built connections to support ongoing marketing initiatives.

**GRAPHIC DESIGNER/
FILM EDITOR**

Vantage Point Media

6/10-11/10

At Vantage Point Media, I worked across digital and video mediums, editing promotional videos, producing motion graphics, and designing and maintaining client websites. My role required both creative execution and technical skill to deliver compelling visual content aligned with client needs.

GRAPHIC DESIGNER
**Amarante Design and
Reprographics**

6/09-6/10

While at Amarante Design, I developed brand identities and designed marketing materials including websites, brochures, banners, apparel, and business cards. I gained hands-on experience managing the physical production of print materials, from operating large-format printers to canvas stretching. This role sharpened my client communication skills, allowing me to translate visions into tailored, effective designs.