

CHRISTINE JENG

Experience

I am a designer invested in the narrative aspect of design, telling stories through engaging interactions, imagery, and text. I have built on opportunities that have allowed me to conceptualize, design, direct, and lead projects.

- Exceptional leadership skills and experience in overseeing all stages of creative development, implementation, design graphic concepts, assets, branding systems and visual treatments across different media; ensuring deliverables are met under the high-pressure and tight deadlines.
- Intuitive, collaborative, strategic and user-centric approach in designing projects to create compelling concepts, graphics, visual treatments and solutions.

Mar 2020–Present

SAKS FIFTH AVENUE

New York, NY
Sr. Graphic Designer

- As acting manager, I led a team of designers, managed workflow, monitored all phases of design process, presented design concepts to cross-functional partners and unified design standards across omni-channel for 4 months.
- Develop and conceptualize vision and branding initiatives for seasonal campaigns across digital, print, and social channels.
- Collaborate closely with cross-functional teams to explore and develop creative solutions while still working within the brand aesthetic and overarching business strategy.

Jun 2019–Mar 2020

ECOMM STRATEGY SOLUTIONS

New York, NY
Art Director

- Serve as digital branding and design lead on all projects.
- Lead design and execution of digital content. Establish design systems and ensure accessibility compliance. Understand user needs to inform product features.
- Manage design requirements and coordinate with development teams to prepare assets and product consistency on a global scale.

Sept 2011–Jun 2019

CMYK+WHITE. INC

New York, NY
Sr. Graphic Designer

- Produced a wide range of high quality design work for projects consisting of digital, e-commerce, UI/UX design flow, print collateral, branding, editorial, packaging, concept development, information graphics, and event space design.
- Conceptualized and organized unified responsive web style guides and conducted design sprints to gather qualitative user feedback to iteratively refine the product.
- Mentored designers as well as championed collaboration with cross-discipline team of designers, engineers, writers, developers across product verticals to ensure product consistency.

Mar 2009–Jun 2009

NINTH LETTER

Champaign, IL
Graphic Designer

Ninth Letter is an award-winning literary & arts journal, which is produced and published in collaborative efforts between the Graduate Creative Writing Program and the School of Art & Design biannually.

- Created custom typeface, typography, image making, illustration, layout design, photography, and art direction.
- Collaborated in small groups to ensure quality of the final production, as well as overseeing printed materials at press for final execution.

Education

Dec 2016

GENERAL ASSEMBLY
User Experience Design

May 2010

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN (UIUC)
BFA in Graphic Design

Skills

DESIGN

Sketch
Illustrator
InDesign
Photoshop
Wire-framing
User Flows

PROTOTYPING

InVision
Principle

OTHER

Keynote
Powerpoint
MS Office

Awards & Accomplishments

CEW BEAUTY AWARD

2011 CEW Beauty Award
in New York, NY.

RED DOT AWARD

Ninth Letter, Vol. 6, No. 1 in
Communication Design 2009.

PRINT 2009 WINNER

Regional Design Annual
Ninth Letter, Vol. 6, No. 1.

GRAPHIS DESIGN GOLD AWARD

Spring 2010 for Ninth Letter,
Vol. 6, No. 1

COMMITTEE CHAIR FOR "RENDEZVOUS" DESIGN EXHIBITION

Selected within a small team to represent and oversee all promotional material created for the Rendezvous Exhibition in Spring 2010.