



Alaska Airlines

VISUAL DESIGNER

April 2019–March 2020 | Seattle, WA

Created the Luly Yang Alaska Airlines Uniform Lookbook—print and digital versions—wherein I was responsible for all design direction including photo selection, type treatment, and layout. Conceptualized and executed a visual design system for the 2019 holiday campaign. Created brand focused animated gifs for Instagram stories, reaching Alaska's 500K+ followers. Work included design strategy, branding, iconography, digital marketing, banner advertising, and motion design.

True Brands

GRAPHIC DESIGNER

July 2017–April 2019 | Seattle, WA

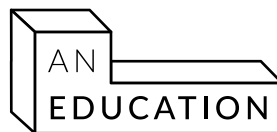
Designed and executed functional packaging in-line with brand guidelines. Created a wholesale catalog for distribution to thousands of customers wherein I was responsible for layout, art direction, and photo styling. Developed new brands and refreshed existing brands. Collaborated with cross-functional teams, interacting regularly with brand managers, product developers, sales leads, e-commerce and marketing.

Cheezeburger

GRAPHIC DESIGNER

February 2014–April 2015 | Seattle, WA

Developed various animated and static graphics for digital advertising and pitch presentations. Collaborated on the re-brand of existing website. Clients included McDonald's, Comedy Central, and Virgin Mobile.



Seattle Central Creative Academy

A.A.S. Graphic Design | 2017

University of Wisconsin

B.S. Geography + Geology | 2009



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UX/UI
Layout
Typography
Branding
Motion Design

Art Direction
Iconography
Photo Styling
Packaging
Digital and Print

Adobe CC
Illustrator
InDesign
Photoshop
After Effects