

Jade Jariya Yates

jj@jadeyates.com jadeyates.com

EXPERIENCE

Apple

Art Director, November 2020 - Present

Art Director in the Marcom group at Apple that focuses on interactive retail experiences featured in stores worldwide. Responsibilities include providing art direction, creative concepting, and designing content and interfaces for digital platforms. Projects involve closely collaborating with a talented team of Visual and UX designers, copywriters, and developers.

AKQA

Senior Art Director, November 2018 - November 2020

Senior Art Director working on-site in Silicon Valley with the best design and technology company in the world. Responsibilities include providing art direction, creative concepting, and designing content and interfaces for digital platforms.

Corra

Senior Visual Designer, March 2017 - November 2018

Senior Visual Designer for Corra, a digital agency focused on creating commerce experiences. Responsibilities included art direction and design for fashion, beauty, and lifestyle brands, with a focus on creating elegant, intuitive visuals balanced with thoughtful user experience and research.

Sole Society

Senior Graphic Designer, February 2016 - March 2017

In-house Senior Graphic Designer for ecommerce brand Sole Society. Responsibilities included leading a complete website redesign and the design of daily emails, website layouts and assets, marketing campaigns, print collateral, store signage, packaging, and catalogs.

Coordinates Collection

Art Director & Designer, February 2015 - February 2016

In-house Art Director and Senior Graphic Designer for a modern jewelry company. Responsibilities included leading the art direction and design for the brand, including a website redesign, email marketing, print collateral, social campaigns, packaging, posters, print ads, catalogs, lookbooks, and brand guidelines.

EDUCATION

California College of the Arts

2007 - 2011

BFA, Graphic Design

SKILLS

Specialties

Art direction, branding, visual design, product design, web design, ecommerce.

Software

Sketch, Principle, Photoshop, Illustrator, InDesign.

EXPERIENCE (CONTINUED)

Elixir Design

Senior Graphic Designer, July 2014 - February 2015

Lead Web Designer at a design studio. Responsibilities included design, branding, and concepting for a variety of projects and clients, including portfolio websites, ecommerce websites, annual reports, and print collateral.

Morla Design

Senior Graphic Designer, August 2012 - July 2014

Lead Designer at a small design studio. Responsibilities included developing brand guidelines, logos, portfolio websites, ecommerce websites, packaging, posters, catalogs, books, and internal marketing projects.

Williams-Sonoma: Mark and Graham

Graphic Designer, August 2012 - July 2014

In-house Graphic Designer for an ecommerce brand focused on gifts and accessories. Responsibilities included website design, emails, social campaigns, print and marketing collateral, lookbooks, and catalogs.

Goodby, Silverstein & Partners

Freelance Motion Designer, May - August 2012

In-house eLevel designer and animator at Goodby, Silverstein & Partners, focused on creating motion graphics. Responsibilities included designing, animating, and concepting designs for a variety of clients, including Google, TD Ameritrade, Nickelodeon, and Chevy.

Autofuss

Freelance Motion Designer, January - May 2012

Designer and animator at a video production studio. Responsibilities included the design of title sequences, mood boards, pitch and presentation decks, and internal marketing projects.