



Jerry Yeoh
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SUMMARY

As a Production Artist, I have laid out and produced thousands of digital files accurately and have met all my clients' and vendors' deadlines. With detailed attention in proofing, proficient grammar, and an eye for design aesthetics, I have been trusted to take the projects I start, as well as projects handed down to me, through to completion. Please visit www.jydsgn.com to see some of the work I've done.

EXPERIENCE

Graphic Production Specialist - Amy's Kitchen®

Petaluma, CA Apr '15 - present

- Produce, revise and prep files for final output or for in-house comps and presentation mock-ups including US and international packaging, ads, sell sheets, cut-cases, trays, on-pack stickers, and marketing collateral
- Produce Amy's Drive Thru stationary, packaging, advertising and sales collateral
- Produce mock-ups for presentation materials and trade shows
- Create new SOP to streamline packaging standards and continuously improve approval timing
- Create library for Amy's photo and video assets to improve search timing by 5 hours

Graphic Design Consultant - Instant Combo Savings®

San Francisco, CA Apr '06 - Dec '15

- Design and produce ID artwork, multi-page national sales presentations and Point-of-Sale collateral
- Design and upkeep the company's websites to eliminate external consultant costs by as much as \$75/hour
- Create photo-realistic store displays for visualization and presentations using digital photography and Photoshop to eliminate the increasing costs of freelance photographers
- Manage and organize all in-house creative assets increasing response time for making revisions by as much as 37%
- Clients: Ahold, Harris Teeter, Meijer, Publix, Roundy's, Safeway and Albertsons

Sr Production Artist - Theme Co-op Promotions®

San Francisco, CA Jan '98 - Mar '06

- Designed and produced Field Communications Department's booklets and sales materials
- Produced Free Standing Inserts (FSIs), instant redeemable coupons, in-store POP/POS materials, barcodes, QR codes, leave-behinds, direct mailers, retailer feature ads and ad slicks, photographed packages and scanned materials for backup
- Computer and printer troubleshooting on the Mac environment
- Clients: Coca-Cola, DPSU, Frito-Lay, General Mills, Keebler, Kellogg Co., Kraft, Orville Redenbacher's, Stouffer's, Sunny D, Unilever

SKILLSET

- Highly proficient in Adobe CS5.5 to CC Photoshop, Illustrator, Acrobat
- Proficient in In-Design, Dreamweaver, Fireworks, Powerpoint
- Conceptual, analytical, deadline driven, dependable, diligent, quick learner, calm under pressure

EDUCATION

- University of Central Oklahoma - BA, Advertising, Journalism & Graphic Design