

# Jessica Yen

**Creative Director - Enlightenedesign, LLC**

Chicago, IL - Email me on Indeed: [indeed.com/r/Jessica-Yen/11ea15ce1e38e5c8](https://www.indeed.com/r/Jessica-Yen/11ea15ce1e38e5c8)

Authorized to work in the US for any employer

## WORK EXPERIENCE

### **Creative Director**

Enlightenedesign, LLC - Chicago, IL - January 2010 to Present

Creative Director of multidisciplinary design consultancy offering range of services in the design fields of 2D and 3D graphics, event planning, marketing and presentation services. Work closely with clients to plan, manage and design projects from inception to completion. Successfully complete projects including brochures, signage, advertisements, email marketing, web design, photo retouching, presentations, wedding paper goods and event planning. Able to understand budget concerns and craft appropriate solutions.

### **Market Research Consultant**

Chicago, IL - January 2007 to Present

Freelance qualitative research analysis and presentation development for clients in a variety of industries including CPG, medicine, pharmaceuticals, travel & leisure and food & beverage. Extract key takeaways from raw data and relate complex concepts in reports with a focus on storytelling, compelling visuals and infographics.

### **Ancillary Meeting Specialist (contract)**

River West Meeting Associates - Chicago, IL - March 2015 to December 2015

Ancillary Meeting Specialist (Contractor) planning all aspects of meetings medical congresses attended by Fortune 100 pharmaceutical companies. Assess client needs, research and orchestrate meetings including audio visual, food & beverage, print materials, pre-conference communications, off-site dinners, transportation, air travel and accommodations for international guests and keynote speakers. Track success measures and expenditures to analyze ROI.

### **Creative Director**

Ronsley Inc. - Chicago, IL - September 2000 to January 2010

Art Director and Creative Director leading creative development for custom event design and production agency. Engage clients and develop visual concepts for a variety of corporate and private events. Craft plans and proposals with a focus on innovative design. Manage staff and freelance artists/designers, department operations and production. Design and manage marketing campaigns.

### **Designer**

The Design Agency - Arlington Heights, IL - March 1999 to September 2000

Designer creating custom exhibit booth designs for clients in industries including CPG, software, publishing and health & beauty. Research trends and production methods to continually innovate. Create scale drawings, product renderings and comprehensive presentations. Collaborate with design director, graphic and detail departments to create production plans.

### **Designer**

Nimlok Co. - Niles, IL - October 1997 to March 1999

Designer planning and estimating modular exhibit booths, working in a b2b environment with sales staff to create solutions adhering to physical, brand, budget concerns and deadlines. Produce scale drawings and presentation renderings, collaborate with engineering to produce new product lines participate in trade show and print marketing.

### **Industrial Designer**

Exhibiteam - Elkhart, IN - June 1997 to September 1997

Industrial Designer responsible for all aspects of custom and modular exhibit booth design for clients in a variety of industries. Meet with clients and staff to develop creative solutions for trade show marketing. Employ hand rendering techniques as well as CAD modeling to create customized proposals.

### **EDUCATION**

#### **BA in Industrial Design**

Purdue University - West Lafayette, IN  
September 1993 to Present

#### **MBA in Marketing Management**

DePaul University - Chicago, IL  
September 2005 to November 2007

### **SKILLS**

Microsoft Office (10+ years), Adobe (10+ years), Keynote (4 years), Prezi (1 year), Twitter (5 years), Facebook (6 years), Autocad (10+ years), 3D Studio Max (10+ years)

### **LINKS**

<http://www.coroflot.com/jessicayen/portfolio>

### **GROUPS**

#### **Beta Gamma Sigma**

December 2007 to Present