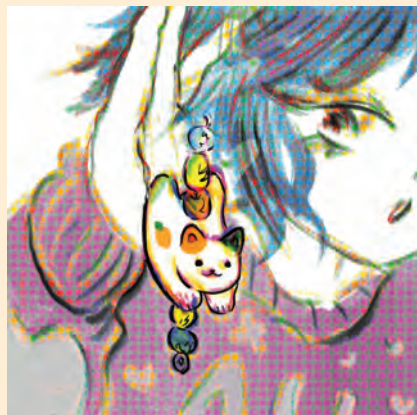


Designer, Art Director | SHE/THEY | CHICAGO, IL

# Jessica Siyuan Hu



## Education

### School of the Art Institute of Chicago (SAIC)

BFA 2025, emphasis on Visual Communications Design

- Honor: Recognition Scholarship.

## Skills

### Digital Toolbox

- Adobe: Photoshop, Indesign, Illustrator, XD, Aftereffects, Premiere Pro, Acrobat
- Figma
- HTML/CSS
- Midjourney
- Microsoft Suite
- Rhino 3D
- Procreate

### Design

- Graphic and object design
- Illustration

### Additional Skills

- Mandarin Chinese
- Teaching
- Certified in mental health first aid

## Experience

### Unlock Health | ART DIRECTION INTERN

June 2025 – September 2025

- Developing concepts for publication assets to be used by the Unlock brand.
- Designing presentation decks as well as TV, print, out-of-home, and digital advertising for healthcare marketing.

### Critical Mass | DESIGN INTERN

May 2024 – August 2024

- Designed decks, digital interfaces, AR experiences, posters, and billboards.
- Collaborated with cross-functional teams (e.g., strategy, client services) to develop marketing activations.
- Worked with clients including Diageo and the U.S. Army.

### SAIC Contemporary Practices | TEACHING ASSISTANT

January 2024 – December 2024

- Supported professors and students in Core Studio I and Core Studio II, college-level interdisciplinary art classes, by providing technical and conceptual guidance, demonstrations, critical feedback, and supervision.

### Keyconcept | GRAPHIC DESIGN INTERN

January 2024 – May 2024

- Designed graphics for Chicago Wanted's social media platforms and websites.
- Oversaw social media channels by crafting engaging copy and driving user engagement.

### 280 Digital Fabrication Studio | STUDIO MONITOR

September 2023 – December 2023

- Ensured safety while demonstrating and assisting students with tools.
- The studio houses hardware tools, such as laser cutters, 3D printers, and dremels, alongside software tools, including Adobe Illustrator and Rhino 3D.
- Scheduled equipment checkouts and reservations.

### Mother's Choice | GRAPHIC DESIGN INTERN

July 2023 – August 2023

- Designed graphics and presentations to educate parents on childcare, visually aligned with the organization's branding.

### Artist

March 2022 – November 2024

- Featured in Artbash (2022) and Fall Undergraduate (2024) exhibitions at SAIC.
- Sold zines and 2D and 3D prints at SAIC's Holiday Art Sale (2023).