



Art director & design manager

## EDUCATION

University of California, Los Angeles  
Bachelor of Fine Arts, 2015

## SKILLS

Layout

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Branding

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Illustration

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Photography

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Print

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Motion graphics

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Learning new things

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## TOOLS

Photoshop, Illustrator, Sketch,  
After Effects, Figma, InDesign

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## Vivino

Nov '20 - present

Senior Designer/Art Director

- hired and manages a team of designers to support campaigns and creative needs across the company, both globally and locally
- oversees and evolves brand visual system and guidelines for photography, videography, illustrations, and typography
- led art direction and brand treatment for Vivino's first TV commercials, live on broadcast TV, paid social and streaming platforms
- continues to brief in and grow the Marketing photography library to capture Vivino's evolving brand visuals while localizing imagery for local relevancy across regional markets
- built and manages Vivino's digital asset management platform to create streamlined organization and processes for stakeholders in Marketing, Commerce, HR, and Product Design
- partnered with Performance Marketing team for creative testing
- brought all design production in-house from an agency to create brand consistency and resource efficiencies

## HotelTonight by Airbnb

Sr. Marketing Designer

Feb '19 - May '20

Marketing Designer

Aug '17 - Feb '19

- redesigned entire ecosystem of ad hoc marketing, product, and onboarding email templates, leading to +48% opens on mobile and the creation and maintenance of an email GUI kit
- conceived, art directed and produced multiple seasonal paid user acquisition display, social, and email campaigns
- managed and approved all creative output for performance and brand marketing channels (UA, CRM, Social and PR)
- led design for out-of-home campaigns in NY and LA
- established HotelTonight photography style and guidelines
- expanded in-house photography library by collaborating with hotel partners to capture custom, on-brand imagery
- redesigned HotelTonight.com homepage (desktop and mobile) and collaborated with the product development team to build

## Sephora

Digital Designer

Sept '15 - Aug '17

- designed ad hoc and campaign marketing assets for sephora.com, desktop+mobile homepages, and the mobile app
- led design for the 2017 Mother's Day digital campaign with high traffic placements, including desktop and mobile landing pages, site-wide banners, and a dedicated email
- conceived and art directed in-house product photoshoots and associated post-production retouching for campaign assets
- designed marketing emails driving incremental sales
- supported design production for the 2017 Holiday Campaign, the largest annual campaign in terms of reach & sales