

# Derek Jung

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derekjung.com

## WORK EXPERIENCE

### SEE'S CANDIES

#### Graphic Designer

San Francisco, CA

3/14 - current

- Utilize brand and design standards to create inspired Point of Purchase signage, advertising ads, catalogs, packaging and other promotional materials to support 200+ locations.
- Partner with marketing team and external agencies to develop integrated seasonal campaigns across all selling channels.
- Produce monthly visual merchandising manuals for use in setting up store displays.
- Ensure final output of designs are accurate and consistent with brand guidelines and design integrity.

### SPECIALTY'S CAFE & BAKERY

#### Graphic Designer

San Francisco, CA

9/08 - 2/14

- Created menus, Point of Purchase signage, and other marketing collateral to support 45+ locations.
- Developed design solutions from initial concept through final product to increase sales and extend Specialty's brand presence.
- Organized photo shoots for new products and promotions. Responsibilities include: coordinating schedules across departments, providing artistic guidance and support during the photo shoot, food styling and post-production retouching.
- Project management experience includes: All new store opening marketing materials, launching baking mix kits and seasonal item marketing roll-outs.

#### Freelance Graphic Designer

San Francisco, CA

1/06 - 9/08

- Created brand identity and logos for Origin Solutions and Well Rehearsed.
- Developed results-oriented design solutions from initial concept through final product.
- Worked closely with clients to understand their goals and objectives.
- Researched, client industries in order to provide a strong point-of-view on the direction of their design.
- Created documents for pre-production printing jobs.
- Clients include: Origin Solutions, Well Rehearsed and Michael Dille.

### CIO Magazine, an IDG Company

#### Account Executive

San Francisco, CA

6/01 - 10/07

- Represented CIO magazine, executive programs and online capabilities.
- Key member in the top sales team for fiscal 2006 and 2007.
- With budgets ranging from \$25K to \$500K+, created integrated marketing proposals oriented toward client goals.
- Provided Point-of-Contact for both individual clients and advertising agencies.
- Clients include: Cisco, HP, Intel, Microsoft, Nokia, Oracle, Polycom and Symantec.

## EDUCATION

### UC BERKELEY EXTENSION

Graphic Design Professional Certificate

### UNIVERSITY OF CALIFORNIA, BERKELEY

College of Environmental Design, B.A. - Architecture

## COMPUTER SKILLS

- Adobe Creative Suite (InDesign, Photoshop, Illustrator), Acrobat, Microsoft Office (Word, Excel, PowerPoint), salesforce.com and FileMaker Pro.

Reference upon request