

JESSICA PAIK

BRAND & VISUAL DESIGNER

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PROFESSIONAL SUMMARY

Brand and visual designer with 8+ years of experience building design systems, brand identities, graphics, and campaigns for health, tech, and cultural organizations. Educated at RISD (BFA) and Harvard (Ed.M.), I bring expertise in communication, teaching, and mentorship—guiding students to develop distinctive creative identities and launch their careers. As a Fulbright Scholar, I researched cultural and visual trends in Korea, enriching my design perspective. Skilled in motion, typography, illustration, and data visualization, I excel at leading high-visibility projects that unify brand identity and storytelling across touchpoints.

SKILLS

Figma	Typography	Data Visualization	Infographics	User Research
Adobe Creative Suite	Communications	Presentation Design		Brand Strategy
After Effects	Style Guides	Social Media Design		Design Systems
				Marketing

WORK EXPERIENCE

VISUAL & UI/UX DESIGNER

Freelancer | Remote | Jan 2016 – present

With a foundation in visual arts from a specialized conservatory (grades 7–12) and a BFA in Design, I built a freelance practice providing creative services for both volunteer and client-based projects.

- Designed brand identities, responsive websites, and campaigns for startups and nonprofits (GoLocker, Vansary, Coiled Therapeutics)
- Delivered end-to-end creative solutions spanning UX flows, design systems, marketing campaigns, and digital/social content.
- Increased engagement and membership for *No Regrets Runners* through creative direction, social media strategy, and event-driven content.

GRAPHIC & VISUAL DESIGNER

Stanford Health Care | Palo Alto, Ca & Remote Apr 2019 – Dec 2024

Stanford Blood Center, a division of Stanford Health Care, provides life-saving blood products to Bay Area hospitals and advances research in transfusion medicine, cellular therapies, and donor engagement.

- Led end-to-end product design of the Stanford Blood Center donor mobile app, from research through

- prototyping in Figma—boosting donor engagement by 30%.
- Developed cross-platform campaigns (motion, ads, landing pages, social) that boosted donor registrations by 40% and reinforced SBC's brand identity.
- Collaborated with engineers, marketers, and strategists to optimize UX/UI flows and ensure consistent brand storytelling across digital platforms.
- Transformed complex medical and donor messaging into clear, compelling narratives through data visualization and motion graphics, driving higher campaign retention and community trust.

PROGRAM DIRECTOR & PROFESSOR Azusa Pacific University | Azusa, CA | June 2019 - August 2021, May 2025

Azusa Pacific University is a professional school in Southern California, where I worked within the Department of Design to build and launch the university's first Master's program in UX Design.

- Designed and launched a graduate UX Design program, creating a scalable digital curriculum and cohesive brand system that unified the program's identity and communications.
- Developed educational videos, data visualizations, and digital assets that translated complex design concepts into engaging, accessible learning experiences.
- Mentored and guided emerging designers in research, prototyping, and design systems while shaping the program's brand narrative across digital and community touchpoints.

PROJECT LEAD & CREATIVE STRATEGIST teamLab | El Paso, TX & Tokyo, JP | July 2016 – Aug 2018

teamLab is an international art collective and interdisciplinary creative studio based in Tokyo, known for its pioneering digital installations and immersive environments. I collaborated on interactive projects bridging art, design, and technology for global audiences.

- Directed interactive digital installations that integrated UX research, spatial design, and narrative storytelling—engaging 500K+ visitors annually across global museum spaces.
- Led cross-disciplinary collaboration between designers, engineers, and researchers to align creative vision with technological innovation and storytelling goals.

EDUCATION

Harvard University, Ed.M. Cambridge, MA | 2015 – 2016

Rhode Island School of Design, BFA Providence, RI | 2009 – 2013

AWARDS

Fulbright Research Scholar

Artist Research Grant | Seoul, South Korea | National Museum of Korea & Do Ho Suh artist | 2013-201