



JESSICA CHAN

Experienced, award-winning Art Director/Graphic Designer with a demonstrated history of success working in the hospital & healthcare industry. Strong arts and design professional skilled in graphic design, branding, advertising, collateral, and all aspects of brand stewardship.

CONTACT

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📍 New York

🌐 jchancreative.com

TECHNICAL SKILLS

Illustrator	Microsoft Word
Photoshop	Microsoft Outlook
Indesign	Microsoft Excel
Adobe Acrobat	Microsoft PowerPoint
Adobe XD	HTML5 + CSS3
After Effect	MailChimp
Keynote	Figma

KEY SKILLS & COMPETENCIES

Graphic Design	Print production
Typography	Customer Service
Art Direction	Conflict Resolution
Print Media	Vendor Relations
Photo Editing	
Brand Development	
Concept Development	
Project Management	

EDUCATION

Bachelor of Fine Arts

Communication Design
Parsons School of Design | The New School

Certificate

Web Design
Parsons School of Design | The New School

Online Certificate

Digital Marketing
Parsons School of Design | The New School

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER

HYDRAFACIAL, LOS ANGELES (REMOTE) / 2022 AUG - PRESENT

Create high-quality digital and print marketing assets for all channels, such as digital content creation, email, social media, executive presentations, sales enablement, and product packaging, to help the brand and sales teams maintain brand consistency, visual identity, and feel across all customer touch points.

CREATIVE/DESIGN CONSULTANT

JENKINS NEURO SPINE, NEW YORK / 2021 NOV - 2022 JULY

Reshape and leverage the practice's brand presence by standardizing guidelines across platforms. Develop content assets that meet the new standard, and apply patient-focused marketing strategies tailored to the practice to attract new patients and retain existing patients via print collaterals and digital marketing.

CREATIVE DIRECTOR

CITYMD URGENT CARE, NEW YORK / 2012 OCT - 2021 OCT

Direct and oversee team of designers, copywriters, and photographers. Manage all branding efforts, including company launch, print, collateral, video, digital design, and social media. Create material to support hospital partnerships and seasonal advertising. Visit 140+ sites to analyze needs and create branding solutions. Drive patient experience by providing exceptional customer service and support. Negotiate vendor contracts and services.

Played key role on leadership team working on CITYMD's effort to grow from 4 to over 140 locations in under 8 years

Key Achievements:

- Increased patient visits 18% and won prestigious **Graphis Advertising Award** by leading "We're here for life's little ouches" strategic marketing campaign, with ads on subways, bus shelters, kiosks, and social media.
- Played key role in conversion of 11 newly acquired sites in 2018, including all new printed materials and storefront branding, completing projects within budget.
- Boosted company recognition by conceiving and designing all brand development for 140+ locations, including marketing materials and print media for rapidly expanding organization.
- Secured customer confidence by creating transitional brand solution following merger of CITYMD and Premier Care in 2014, Summit Medical Group and CITYMD 2019.
- Developed and delivered all branding material for new partnership between organization and CHI Franciscan, with sites located across Seattle, WA.
- Generated company awareness by overhauling entire brand and built the creative department from ground-up.

CREATIVE/DESIGN CONSULTANT

INSCO CREATIVE, NEW YORK / 2004 - 2012

Small freelance firm providing specialized marketing and branding services to clients across broad range of industries. Created client brands by designing cohesive look for various elements, including logos, letterhead, collateral, digital, and packaging. Partnered with customers and project managers to ensure on-time and in-budget completion of all marketing and project initiatives. Assisted in establishing all.