

Tricia Jang

Graphic Design and Art Direction

CONTACT

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triciajang.com

EDUCATION

San Jose State University 2002 – 2006

Bachelor of Fine Arts, Graphic Design
Minor in Advertising

Sacramento City College 2000 – 2002

SKILLS

Adobe Creative Suite
Microsoft Word
Art Direction
Graphic Design
Book Publishing
Branding and Identity
Product Packaging

HIGH FIVE

2005

Showcased selected work at the
2005 International Exchange
Exhibition of Art Works at
Sangmyung University, Korea

WORK EXPERIENCE

Callisto Media | Senior Art Director May 2019 - October 2022

Created cover designs and interior layouts for 80+ non-fiction books including cookbooks, children and teens, self-help, and activity books. Liaised with a team of Art Producers to secure key talent such as illustrators and photographers. Supervised and art directed complex illustration programs and photo shoots. Worked cross functionally with editorial teams and project managers. Managed a team of art directors and graphic designers. Offered feedback and mentorship on cover designs and interior layouts to ensure creative design solutions, approved page layouts, managed schedules and rectified scheduling conflicts, lead weekly meetings to foster collaboration, encourage transparent communication and inspire creativity. Adhered to fast-paced schedules and deadlines while upholding high design quality standards.

Z Gallerie | Lead Catalog Designer & Graphic Designer May 2016 - May 2019

Responsible for creating the visual structure, design, and production of the company's monthly printed and digital product catalog. Collaborated with a team of photographers, copywriters, and stylists to create eye catching photography that both highlighted the product and flowed with the overall page composition. Designed print material that ranged across a host of marketing vehicles including in-store signage, packaging, and collateral design, as well as digital assets such as banner ads and promoted Pinterest ads.

type.lites | Co-Founder & Creative Director 2010 - 2018

Co-founded type.lites, a Bay Area based candle company. Developed marketing plan, brand identity, packaging, annual catalogs, web/blog graphics, product photography, social media graphics, signage, and booth display for tradeshow and other events.

lululemon athletica | Key Leader & Team Graphic Designer 2014 - 2016

Developed marketing visual assets such as logos, flyers, signage, promotional cards, invitations, and social media graphics for in-store and regional events. Coordinated photoshoots with outside vendors to create images and content for Facebook, Instagram, and all printed material. Retouched and edited all photography from photoshoots created visual assets such as logos, flyers, signage, social media graphics for in-store and regional events.

O'Melveny & Myers LLP | Graphic Designer 2007 - 2014

Created internal and client-facing material including annual reports, brochures, printed and html invitations, logo designs, posters, event programs, email templates, PPT templates, advertisements, web graphics, digital flipbooks, online newsletters, scholarship material. Collaborated with photographers, print vendors, and other contributory talent to come up with a cohesive collection of material for various projects.

DVDPlay | Graphic Designer 2006 - 2007

Designed marketing material such as flyers, posters, coupons, advertisements, marketing kits, point of purchase materials, web graphics, widgets, weekly e-mail blast header graphic. Created graphical elements such as icons, buttons and headers.

LekasMiller Designs | Graphic Designer 2006 - 2007

Sketched and designed concepts for holiday cards, advertisements, and annual reports.