

JADEN YANG WALKER

+1 208 490 7315

jadenyangdesign@gmail.com

jadenyangwalker.com

EXPERIENCE

UTAH STATE UNIVERSITY BLUELIGHT DESIGN

Graphic Design Manager | December 2021 - July 2022

- Led a team of designers working on print and digital assets for university events and internal organizations
- Oversaw project completion and smooth client communication

LLOYD AND LEO - UINTA DESIGN

Graphic Designer | July 2022 - July 2023

- Customized bags and apparel for a multitude of clients ranging from the tech industry and the health and wellness space
- Designed targeted product catalogs tailored to specific customer segments to drive sales and make product selection more intuitive

AVEYO - SOAR ENERGY

Jr. Graphic Designer | February 2024 - August 2024

- Led Soar re-branding through building out a brand identity, design systems, and updated style guide
- Ensured brand consistency through creation of digital and physical assets like webpages and handouts

SALOMON

Graphic Design Contractor | August 2024 - April 2025

- Assisted in editing seasonal catalogs and making sure they were ready to send to print
- Edited and recolored gear, accessories, apparel, and other outdoor products

MX

Graphic Designer I | April 2025 - Current

- Created visuals for multiple internal and external events improving employee satisfaction, supporting returning clients, and driving new SQLs. Including print assets, digital assets, and swag.
- Developed marketing collateral including reports, case studies, whitepapers, and newsletters. Created complementary webpages, social content and email content for campaign distribution
- Cross-functionally partnered with the brand and communications team in the launch of new company swag, producing engaging designs, helping with product curation and approving final print applications to ensure quality
- Developed tailored slide templates and proposal decks to strengthen client communication and support business development initiatives within Client Solutions

EDUCATION

BYU-HAWAII Laie, HI

UTAH STATE UNIVERSITY Logan, UT

Magna Cum Laude

BFA Graphic Design

Minor in Marketing

SKILLS

ADOBE CREATIVE SUITE

Illustrator, Photoshop, InDesign, Lightroom, and After Effects

FIGMA

Website layouts, mobile app screens, landing pages, email templates, ad creatives, social media posts, design systems and component libraries

PHOTOGRAPHY

Proficient photographer and can edit basics in Photoshop and Lightroom

RECOGNITION

KULA MANU 2017-2018

Published Art in BYU-H's literary magazine, "Below the Surface"

KULA MANU 2020-2021

Published Art in BYU-H's literary magazine, "Creation of Life"

AIGA 100 SHOW 2023

AIGA 100 SLC show winner

WORKSHOPS

AARON DRAPLIN

JANUARY 2019

PAUL SAHRE

APRIL 2023