

Jesse Hu Jenkinson

Art Director and Designer | jessehujenkinson.com

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PROFESSIONAL PROFILE

Creative and strategic Art Director with 3+ years of experience conceiving and producing integrated marketing campaigns across digital, social, OOH, and print. Skilled in layout, typography, visual storytelling, and brand development. Known for strong collaboration with copywriters and cross-functional teams, and for presenting bold, insight-driven work that connects with audiences and drives results.

Core Competencies:

- Art Direction
- Campaign Concepting
- Typography and Layout
- Digital and Print Design
- Cross-Team Collaboration
- Trend Awareness
- Client Presentations
- Branding
- Social Media Creative
- Video and Motion Graphics

Technical Skills: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere, and After Effects), Figma, Microsoft Office

WORK EXPERIENCE

Razorfish, Los Angeles, CA

05/2024 – 05/2025

Art Director

Led creative marketing campaigns for Texas Children's Hospital while collaborating closely with copywriters, strategists, and account teams in a fast-paced, team-oriented environment.

- Developed creative for Spina Bifida, Orthopedics, and USNWR ranking campaigns across digital, print, OOH, and social.
- Created original messaging and visual direction for a record-breaking paid social campaign **(+275% over benchmark)**.
- Responded to constructive feedback from the Creative Director to push concepts further and elevate final executions.
- Presented work directly to clients and filled in for senior staff during creative reviews and milestone meetings.
- Supported cross-channel campaign development for **Samsung, Nordstrom, and Ulta Beauty**.
- Managed internal event budgets and vendor timelines, balancing creative ambition with practical execution.

Junior Art Director (08/2022 – 05/2024)

Contributed to creative marketing campaigns and pitch work for healthcare, tech, and lifestyle brands. Actively supported a team-oriented studio culture, working with ACDs, designers, and copywriters to deliver on-brand solutions. Also managed live A/V for internal thought leadership events hosted in West Hollywood.

- Produced assets for digital, print, and social—including Texas Children's seasonal pushes and reputation campaigns.
- Authored the tagline for the **2023 USNWR campaign**: *"All-Star care for the Lone Star State."*
- Participated in early conceiving and deck development for pitches including **T-Mobile** and **Patrón**.
- Delivered clear, compelling layout and design across channels while adhering to client brand standards.
- Operated and troubleshooted **A/V systems** for internal live streamed events, collaborating with cross-office teams.

Design Intern, 4A's MAIP Fellow (06/2022 – 08/2022)

Selected for the 4A's Multicultural Advertising Internship Program. Contributed to creative marketing concepts and visual production across digital, print, and video formats.

- **Filled in for a junior art director** on a nine-day, on-location photo and video shoot in Boston for **Wellington Management**, capturing assets for OOH, digital, print, and video
- Assisted in **pulling selects**, creating **rough comps and animations**, and refining campaign assets both on-site and post-production.
- Concepted and pitched a **3D billboard campaign for T-Mobile**, contributing to early ideation and visualization.

MegCompany, Torrance, CA 02/2022 – 06/2022

Creative + Operations Coordinator

Managed day-to-day operations and creative output across four in-house fashion and accessories brands: Yuketen, Monitaly, Chamula, and Epperson Mountaineering. Balanced hands-on design work with cross-functional project management.

- Led project management efforts across product development, fulfillment, and seasonal marketing campaigns.
- Created tech packs and coordinated with suppliers in the U.S., Mexico, Italy, Japan, and China to develop prototypes.
- Styled and shot product photography on and off models for e-commerce and social media.
- Designed catalogs, lookbooks, and trade show materials, maintaining consistency across brand platforms.
- Oversaw warehouse operations, material procurement, and customer order processing to ensure timely delivery and high-quality standards.
- Initiated and managed the development of a new internal data system by hiring and guiding a freelance software developer.

Paradise Creative, Culver City, CA

12/2021 – 01/2022

Junior Graphic Designer

Contributed to high-velocity marketing materials and social assets for entertainment clients under tight timelines.

- Designed pitch deck for **Blumhouse's** film slate in partnership with **ViacomCBS**.
- Created animated and static social creative for **Amazon Prime** and **Hulu**.
- Ensured brand consistency and quick turnarounds during frequent shifts in creative direction.

Peter Greenberg Worldwide, Los Angeles, CA

08/2021 – 12/2021

Design and Production Intern

Assisted with brand identity, editorial graphics, and video production for a national travel media brand.

- Led visual refresh for the **East West News Service**.
- Supported a **PBS** travel shoot on location in Mackinac Island, MI.
- Digitized archival VHS and Betamax footage; organized digital file systems.

Two Shot West Productions, Austin, TX

01/2021 – 4/2021

Graphic Design and Motion Graphics Intern

Provided branding and motion graphics for an educational series and affiliated projects.

- Collaborated with director **Scott Rice** to redesign logos, wordmarks, lower thirds, and **title animations** for course *Script to Screen with Matthew McConaughey*.
- Worked in **Adobe Illustrator** and **After Effects** to execute motion and branding updates.
- Contributed to **pitch decks** and designed print materials for the PBS-affiliated TV show *Hot Science*.

The University of Texas Health Science Center at Houston, McAllen, TX

05/2020 – 09/2020

Media Intern

Created bilingual public health content across print and digital platforms for community wellness in the Rio Grande Valley.

- Designed a Spanish/English monthly newsletter using Adobe InDesign under the guidance of the department's lead designer.
- Produced social media content promoting healthy living—including recipe graphics—for Facebook and Instagram using Illustrator and Canva.
- Developed vaccination awareness posters distributed throughout the region to promote immunization access and education.

EDUCATION

Bachelor of Fine Arts, Design, THE UNIVERSITY OF TEXAS AT AUSTIN, Austin, TX

Bachelor of Science, Radio-Television-Film, THE UNIVERSITY OF TEXAS AT AUSTIN, Austin, TX