

Designer, Art Director | SHE/THEY | CHICAGO, IL

Jessica Siyuan Hu



Education

School of the Art Institute of Chicago (SAIC)

BFA 2025, emphasis on Visual Communication Design

- Honor: Recognition Scholarship.

Skills

Digital Toolbox

- Figma
- HTML/CSS
- Adobe Photoshop
- Adobe CS
- Midjourney
- Google Suite
- Rhino 3D
- Microsoft Suite
- Keyshot

Design

- Graphic and UX/UI Design
- Art Direction

Additional Skills

- Mandarin Chinese
- Teaching
- Certified in mental health first aid

Experience

Freelance | GRAPHIC DESIGNER

January 2026 – Present

- Designing brand elements, social media and campaign assets, email marketing visuals, and graphics for websites and e-commerce platforms.
- Creating visual assets for clients such as Onekind and Morse & Main.

Unlock Health | ART DIRECTION INTERN

June 2025 – August 2025

- Developed campaign concepts, presentation decks and print advertising in collaboration with the creative team for clients including NuVance Health, Dignity Health, and UCI Health.
- Created visual brand assets for Unlock Health.

Critical Mass | DESIGN INTERN

May 2024 – August 2024

- Designed decks, digital interfaces, AR experiences, posters, and billboards.
- Collaborated with cross-functional teams (e.g., strategy, data science) to develop marketing activations.
- Worked for clients including Diageo and the U.S. Army.

SAIC Contemporary Practices | TEACHING ASSISTANT

January 2024 – December 2024

- Supported professors and students in Core Studio I and Core Studio II, college-level interdisciplinary art classes, by providing technical and conceptual guidance, demonstrations, critical feedback, and supervision.

Keyconcept | GRAPHIC DESIGN INTERN

January 2024 – May 2024

- Designed graphics for Chicago Wanted's social media platforms and websites.
- Oversaw social media channels by crafting engaging copy and driving user engagement.

Mother's Choice | GRAPHIC DESIGN INTERN

July 2023 – August 2023

- Designed graphics and presentations to educate parents on childcare, visually aligned with the organization's branding.

Artist

March 2022 – November 2024

- Featured large scale acrylic paintings at Artbash (2022) and the Fall Undergraduate (2024) exhibition at SAIC.
- Made and sold zines and artwork at SAIC's Holiday Art Sale (2023).