

I'm Jessica Kuen.



I'm a full-time visual/brand designer, part-time motion designer and occasional front-end developer with 15 years of experience — currently based in Chicago and looking for my next adventure.

2017 – 2026

Senior Design Manager

Invoca (previously DialogTech; acquired in 2021)

ALL ROLES

- Senior Design Manager · Sep 2023 – Jun 2026
- Design Manager · Sep 2019 – Sep 2023
- Designer & Developer · Jun 2017 – Sep 2019

HIGHLIGHTS

- ✓ Oversaw design and development of new B2B SaaS company website, resulting in increased search traffic, engagement rate and time per session (DialogTech)
- ✓ Built out Figma component library for marketing one sheets to fix inconsistent branding and streamline creation for both design team and key stakeholders
- ✓ Developed and built out multiple original concept ABM campaigns, leading to increase in both customer acquisition and retention
- ✓ Owned design and production for internal and external company decks, including the redesign of over 500 slides during brand refresh
- ✓ Redesigned and rebuilt Invoca Academy website on Skilljar platform with custom Javascript features

2011 – 2017

Designer & Interactive Specialist

Caliber Group

HIGHLIGHTS

- ✓ Wireframed, designed and built out dozens of websites as the sole web designer and front-end developer
- ✓ Contributed to digital, visual, print and identity design projects for clients like the University of Arizona & Hughes Federal Credit Union

CONTACT

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EDUCATION

B.S. in Communication
Boston University
2007 – 2011

RELEVANT SKILLS

PRACTICE —

Visual design
Web design
Motion design
Video editing
Design systems

TOOLS —

Adobe Creative Cloud
Figma
Claude
Gemini
Webflow
WordPress
HTML/CSS/JS