

YU CHEN. DESIGNER

Email Yu Chen
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Portfolio Website Call
vivichen.design 1(415)-418-9960

Profile

M.A. in Graphic Design & Digital Media from Academy of Art University, 7 years of systematic learning design, skilled at Adobe suites, like PS, AI, IL, XD, etc; 1 year of experience working in Graphic Design. Fast learner with aesthetic judgment with strong creativity. Good communication and facilitation skills.

Experience

>> Freelance, May 2020 – Present

Redesigned the logo of the Saint Year consulting company and rebranded the company's concept and image. Created the packaging design for SerenityHLP.

>> Graphic Designer, December 2016 – May 2017

Wensli Group Co.,Ltd, Hangzhou, China

Responsible for the Company's offline event design, completed twice new product events include posters, brochures, banners, packaging, labels, etc. Coordinate with e-commerce group, design and follow up the effect of 100+ new product launch images, attracting 2000+ views a week.

Homepages Design and Production: Combined with the new product concept to adjust the design elements of the official website. Participated in monthly web design alteration suggestions and propose designs for overall web layout, format, web style, hues, etc. Participated in the visual design of the company's new product website and quarterly new product promotion in spring 2017, and completed the visual design of product design web pages, colors, and product copy through product research and communication with the product design department.

New Product Shooting Communication: Responsible for the communication and coordination of new product shooting every quarter. Docking with professional out-sourcing shooting team and product department, communicating shooting conceptual and effects, supervising the completion of new product shooting on time, and promoting team efficiency.

>> Graphic Design Intern, September 2016 – December 2016

Wensli Group Co.,Ltd, Hangzhou, China

Worked on the creative design of offline showroom labels with designers, including hues and labeling. Participated in shooting more than 200 product images, and completed images retouching, toning and layout. Worked on new product website layout and design, uploading and updating product images and copy. Participate in overseas online promotion on Facebook, Instagram, etc. Managed daily updates of new product images and copy design for the account and completed 50 online promotional copy designs.

Technical Skills

>> Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat, XD, After Effects, Wix, InVision, Sketch, Keynote, Microsoft Office Suite, G Suite

Recent Project

>> Rolling Stone Rebranding

Created rebranding strategy, new mission, and expanded target audience, managing project life cycle from brainstorming and hand sketches to final logo creation and establishment of visual standards to deliver three books as well as a website.

>> 2019 Muji's Annual Report

Responsible for designing the brand annual report, including report content, material collection, brand graphics, and layout of the book. (**Earned top ranking for best project, and the work was exhibited in the school's annual exhibition**)

Area of Expertise

Publication Design, Branding & Identity, Marketing & Advertising Design, Typography, Web Design, UI/UX Design, Motion Graphic Design, Environmental Graphic Design, Presentation Skills, Cross-Functional Collaboration, Storyboarding

Education

>> MA, Graphic Design & Digital Media, 2020

Academy of Art University
San Francisco, CA

>> Bachelor of Fine Arts, 2016

TianJin Polytechnic University
Tian Jin, China

>> Languages

English and Mandarin