

# Ellie Chen

## Graphic Designer

### CONTACT

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### SKILLS

#### Adobe Creative Suite

InDesign, Photoshop, Illustrator, XD,  
After Effects, Premier Pro, Audition

#### Web Development

HTML, CSS

#### Marketing Tools

Tableau, SPSS, Microsoft Office  
suite, Google AdWords

#### Languages

English, Mandarin

### OBJECTIVE

I look forward to joining a design team where I can hone my skills in branding, communication or visual design, and contribute to an engaging, creative and inclusive environment.

### EDUCATION

#### Academy of Art University

June 2018–May 2021 | San Francisco, CA  
M.F.A. in Graphic Design

#### Northwestern University

Sept. 2016–Dec. 2017 | Evanston, IL  
M.S. in Integrated Marketing Communications

#### Nanjing University

Sept. 2012–June 2016 | Nanjing, China  
B.A. in English Literature

### EXPERIENCE

#### Program Coordinator, Foodicons.org

Nov. 2020–Present | San Francisco, CA  
Supported planning of foodicons design challenges; managed media relations and outreach; designed social media e-cards and videos to boost online engagement.

#### Design & Marketing Intern, Threestone Packing Material

May 2019–Sept. 2019 | Xiamen, China  
Designed trade show graphics, print collaterals and editorial content; conducted brand audits; proposed design guidelines for website interface, usability and seo.

#### Marketing Intern, Qiagen

June 2017–Aug. 2017 | Germantown, MD  
Designed and analyzed surveys with data visualization to uncover product purchase barriers; created marketing campaigns with a 12-month execution plan.

#### Brand Consultant (Pro bono), Danny Did Foundation

Feb. 2017–June 2017 | Evanston, IL  
Conducted a detailed brand audit and drove insights into brand messaging across all communications; proposed brand guidelines to strengthen brand visual identity.

#### Digital Marketing Intern, Weber Shandwick

July 2015–Dec. 2015 | Shanghai, China  
Designed and implemented advertising projects by building content strategies, advocating brand messaging and executing cross-channel promotions.

### AFFILIATION

#### Student Representative, Academy of Art University

Feb. 2020–Present | School of Graphic Design

### REFERENCES

Furnished upon request