

Ellie Chen

Graphic Designer

CONTACT

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SKILLS

Creative

Branding, Typography, Editorial Design, UI/UX, Interaction Design, 2D Motion Graphics, Video Editing, Art Directing, Visual Storytelling, Strategic Planning, Project Management, Design Research, Integrated Marketing

Design Software

InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, XD, HTML, CSS, Cinema 4D (Beginner)

Marketing Tools

Tableau, SPSS, Microsoft Office suite, Google AdWords

Languages

English, Mandarin, Japanese (Beginner), French (Beginner)

REFERENCES

Furnished upon request

SUMMARY

I'm passion about connecting consumer insights with actionable design strategies to deliver compelling ideas and build strong brands.

EDUCATION

Academy of Art University

June 2018–June 2021 | San Francisco, CA
MFA in Graphic Design

Northwestern University

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

Nanjing University

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

EXPERIENCE

Program Coordinator, Foodicons.org

Nov. 2020–Present | San Francisco, CA
Create animated videos and social media e-cards to boost online engagement; support planning of foodicons design challenges and manage media outreach with design communities; presented at 2021 World Food Forum to show featured work.

Marketing Designer, Threestone Packing Material

May 2019–Sept. 2020 | Xiamen, China & Remote
Designed trade show graphics, print collaterals and editorial materials; 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, Danny Did Foundation

Feb. 2017–June 2017 | Evanston, IL
Conducted detailed brand audits 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 developing content strategies, delivering brand messaging and executing cross-channel campaigns.

HONORS & AWARDS

Student Representative, Academy of Art University

Feb. 2020–June 2021 | School of Graphic Design

Award for Design Excellence Winner, Academy of Art University

May 2021 | School of Graphic Design Spring Show