

Ellie Chen

Graphic Designer

elliechen.design
elliechendesign@gmail.com
+1 224 703 8023

EDUCATION

Academy of Art University

June 2018–May 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

TOOLS & SKILLS

Creative Skills

Design Research, Branding, Typography, Visual Identity System, Information Design, Editorial Design, Illustration, 2D Motion Graphics, Video Editing, UI/UX Design, Journey Mapping, Wireframing, Prototyping, Integrated Marketing

Design Software

InDesign, Photoshop, Illustrator, After Effects, Premier Pro, XD, Figma, Webflow, HTML, CSS, Cinema 4D (beginner)

OBJECTIVE

To join a design team where I can contribute my expertise in branding, communication and experience design, and facilitate an engaging, creative and inclusive environment.

EXPERIENCE

Brand Designer (Contract), Johnson & Johnson

Jan. 2022–Present | New York, NY

Work closely with cross-functional team and partnered agency to build comprehensive identity systems, establish brand guidelines, and implement across all brand touchpoints; Collaborate with internal brand team to ideate and execute design projects including corporate sustainability initiatives, social media branding and strategy, companion programs and patient experience materials; Develop inclusive and impactful solutions with human-centered design for on-/offline campaigns in a high-output manner to support 18,800+ enrolled patients with rare disease.

Design Challenge Coordinator, Foodicons.org

Nov. 2020–Nov. 2021 | San Francisco, CA

Supported the planning and organization of Foodicons global design challenges and created multimedia assets including animated videos and digital content to boost online engagement; Developed communication templates and managed media outreach to designers and design communities globally, generating sign-ups from 750+ designers from 80+ countries; Presented at 2021 World Food Forum as a key panelist to share Foodicons featured work and designers.

Designer, Threestone Packing Material

May 2019–Sept. 2020 | Xiamen, China

Designed and extended brand experiences through a series of cohesive visual assets including print collaterals, editorial content and trade show graphics; Created advertising materials for the brand's e-commerce platform, developed sales insights by measuring KPIs, and proposed monthly strategic e-commerce plan; Worked collaboratively with digital team to build design guidelines that improve website information architecture, interface, usability and seo.

Marketing Intern, Qiagen

June 2017–Aug. 2017 | Germantown, MD

Designed and analyzed qualitative and quantitative user research with visualization to uncover product perception; Developed annual marketing strategies with detailed campaign executions.

Brand Consultant, Danny Did Foundation

Feb. 2017–June 2017 | Evanston, IL

Conducted brand audits and drove insights into the consistency of brand expression across all communications; Proposed brand guidelines to strengthen brand positioning and visual identity.

Digital Marketing Intern, Weber Shandwick

July 2015–Dec. 2015 | Shanghai, China

Designed and implemented advertising projects by creating content strategies, delivering brand messaging with compelling visual stories, and executing cross-channel ad campaigns.

HONORS & AWARDS

Student Representative, Academy of Art University

Feb. 2020–May 2021 | School of Graphic Design

Award for Design Excellence Winner, Academy of Art University

May 2021 | School of Graphic Design Spring Show