



Portfolio

2019-2021



JENNY CHEN

** Visual Communication Designer*

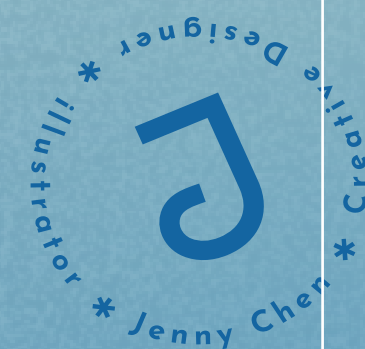


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- * Social Media
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SKILL

Adobe CC, Photoshop, Illustrator,
InDesign, Aftereffect, Microsoft Office

EDUCATION

SAIC, School of Art Institute of Chicago
2017-2021
USC, Roski School of Art and Design
2021-Now

CONTACT

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JENNY CHEN

WORKS*

PRINTED CONTENT

Lady Bird
Movie Poster

Molecule Magazine

Xubing
Artist Catalog

VCD Publication

SOCIAL MEDIA

Summer Sound 2019
Hall Art Hotel



Editorial

01

POSTER

Ladybird Movie Poster Redesign

This project is to redesign a movie poster, retain the traditional tile and caption, and make the movie concept into a different genre.

Date: 2018 Fall

Clinet: Student Work



JENNY CHEN

02

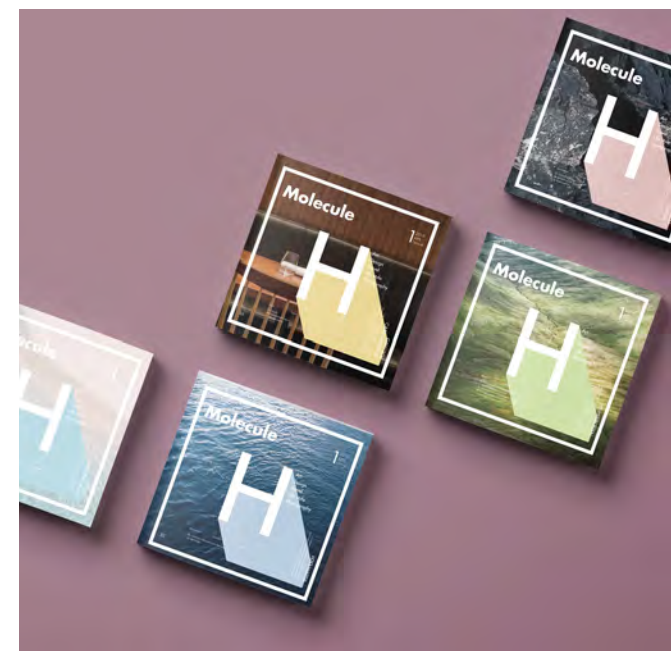
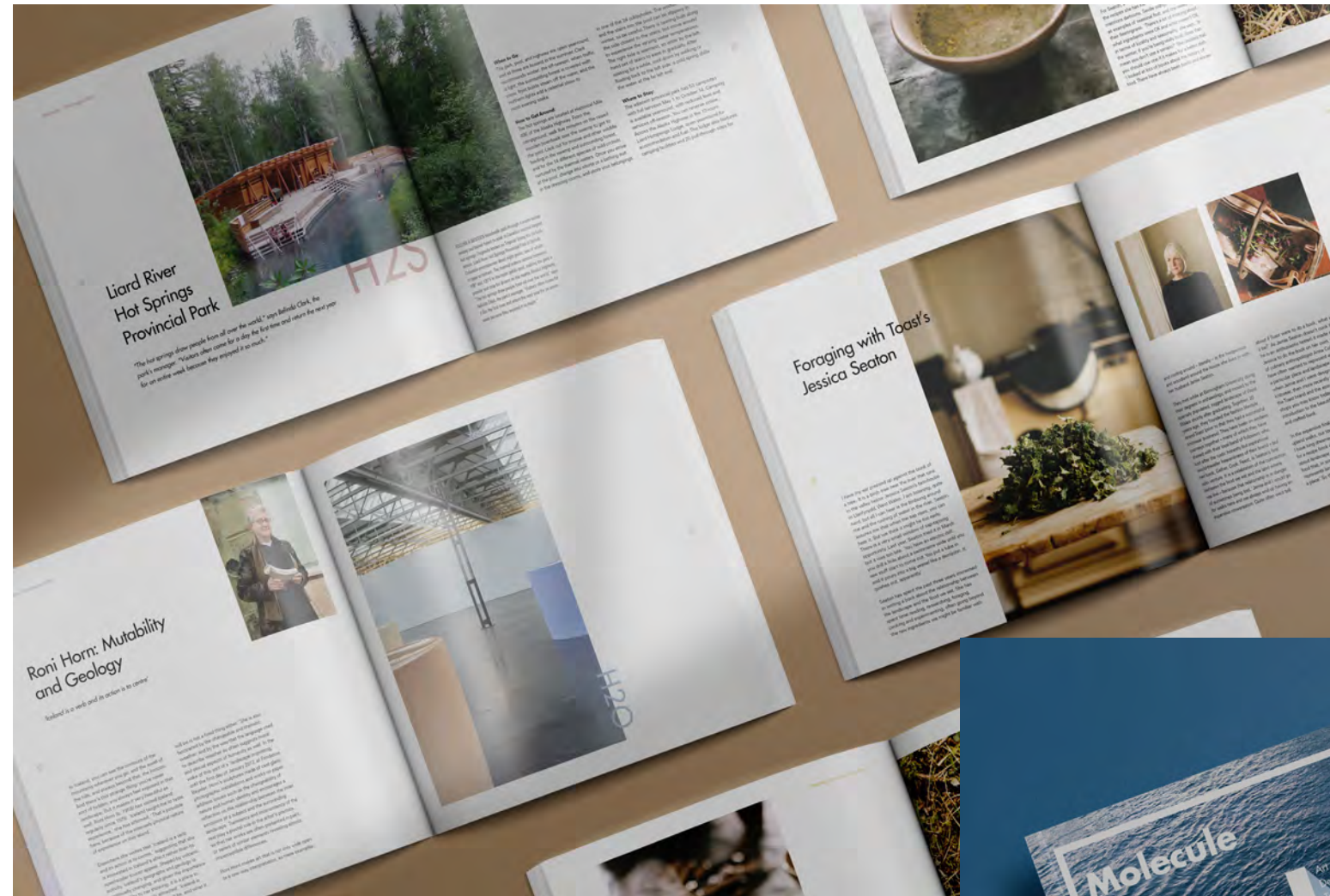
PUBLICATION

'Molecule'

Magzine 'Molecule' is a publication I design to break down the enviornment we familiar with and rebuilt a new understand of surroding with molecule compound. Each issue, we will pick one molecule to be the topic, and looking for article that fit with the compound it create. This issue, I pick 'H' which lead to H₂O, H₂, H₂S, C₆H₁₂O₆, and H₂CO₃.

Date: 2018 Fall

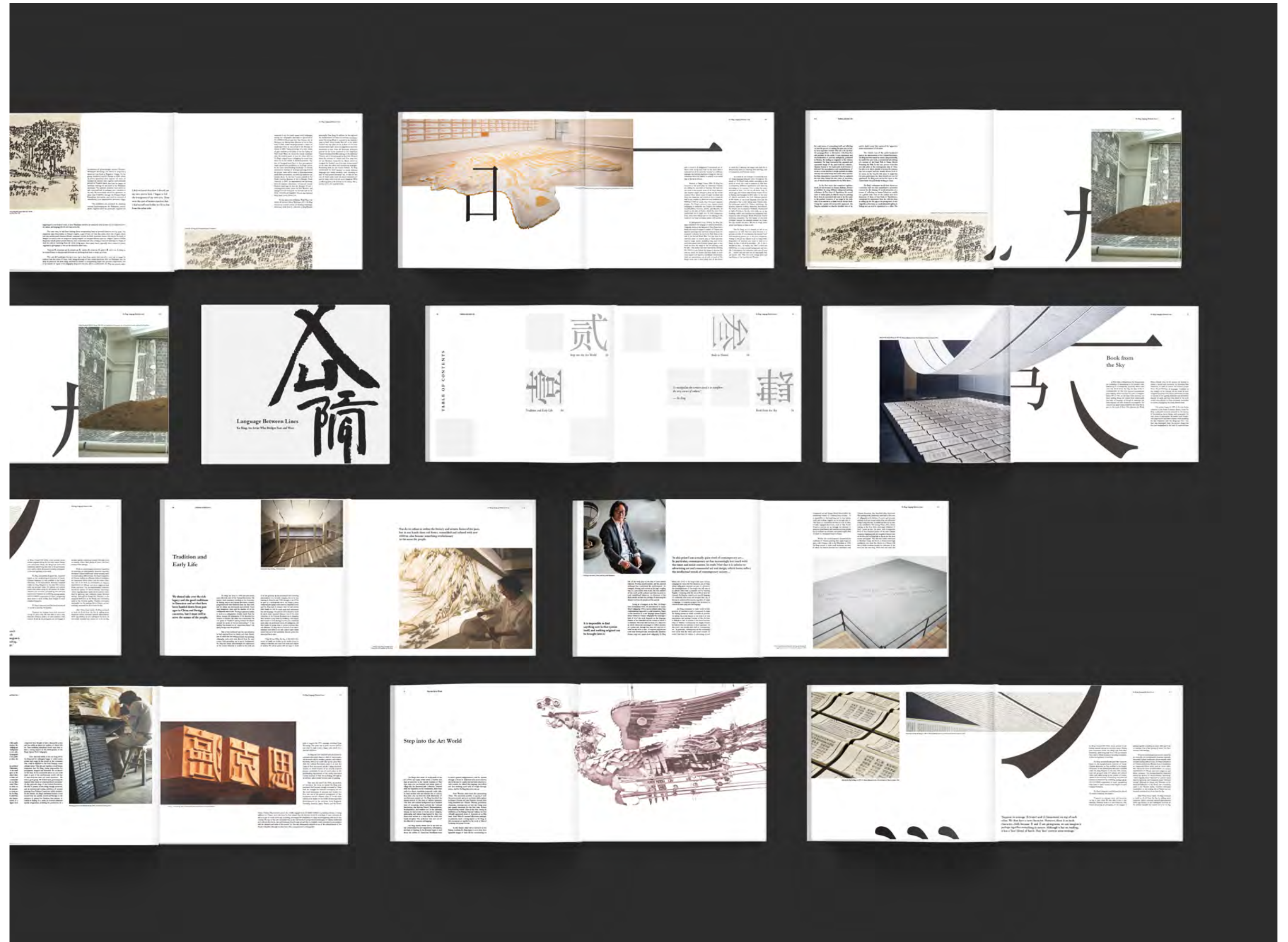
Clinet: School Work



Xu Bing Artist Catalog

Date: 2020 Spring

Clinet: School of the Art Institute of Chicago
(School Work)



04

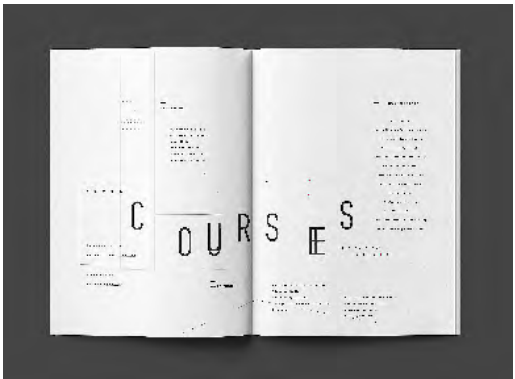
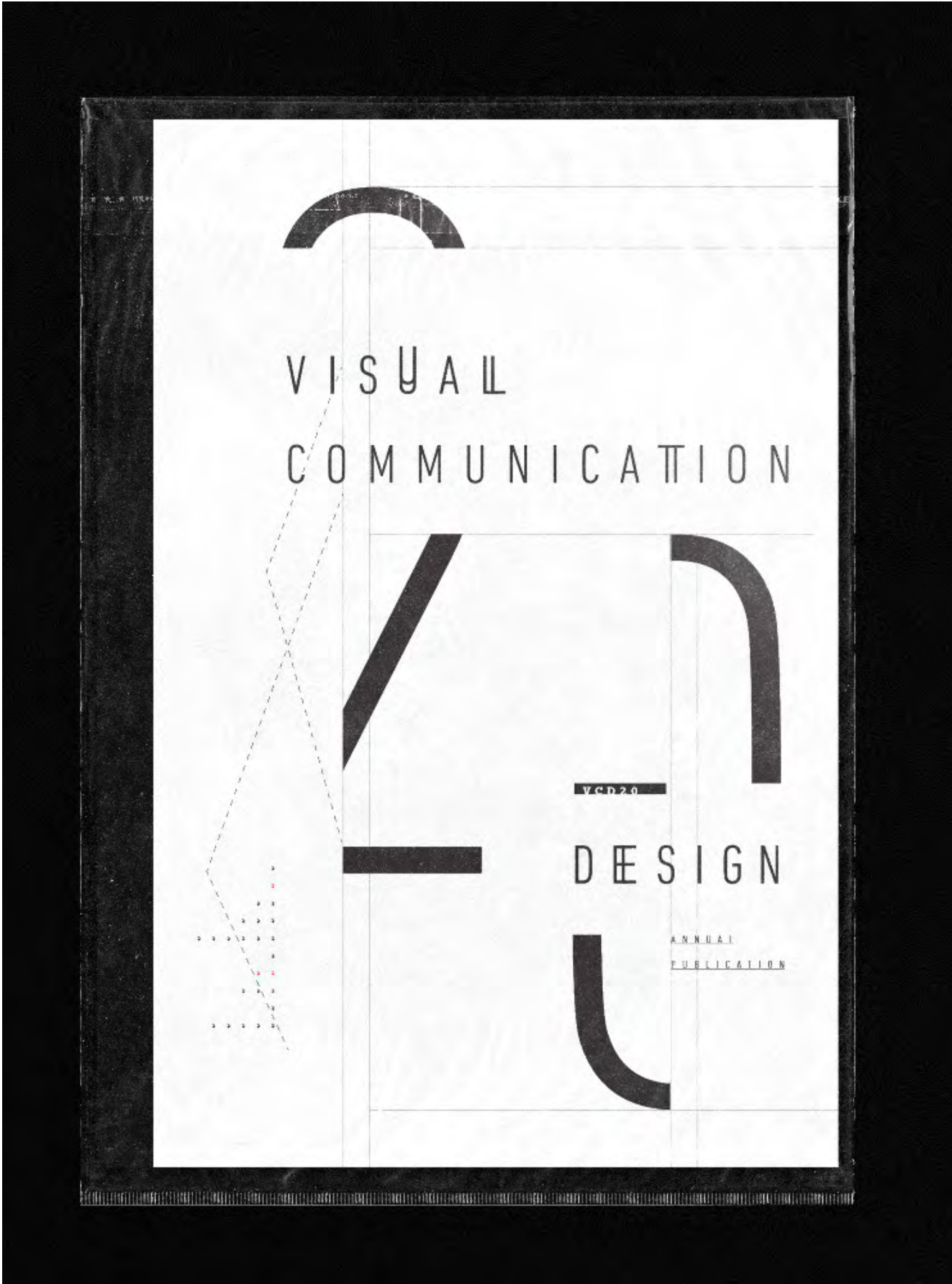
PUBLICATION

VCD Publication

2020 Visual Communications Design Publication is a yearly publication sponsored by the VCD department at the School of the Art Institute of Chicago. The publication is meant to be commemorative and highlight the great work that graduating undergraduate students have produced throughout their years at SAIC, and is distributed among them as a parting gift from their department.

Date: 2020 Spring

Clinet: School of the Art Institute of Chicago



JENNY CHEN

WORKS*

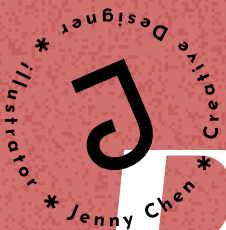
#Neveragain

#Shareyours

Peoria Logo

WWF Branding

Other Logos



Branding

01

BRANDING

#Neveragain
Wednesday, a shooting in Parkland, Fla., that has left 17 people dead and an undetermined number wounded on 2.14.2018. I am designing a branding for the gun violence protest campaign that we will never stop fighting against the school shooting.

Date: 2021 Fall
Clinet: MFA



02

DYNAMIC BRANDING

#Shareyours
#shareyours is a typography-driven identity project that creates a sys-tem of communication materials for a global initiative geared towards giving.

Date: 2019 Summer
Clinet: #Shareyours/#Givingtuesday



03

LOGO BRANDING

Peoria Logo

Peoria Packing is a butcher shop which found in 1993 with a mission to bring quality meat to the public at wholesale prices. On the basis of the original logo, I simplfiy and strengthen it's characteristic, include the pig tail and the blade.

Date: 2020 Fall

Clinet: Peoria



04

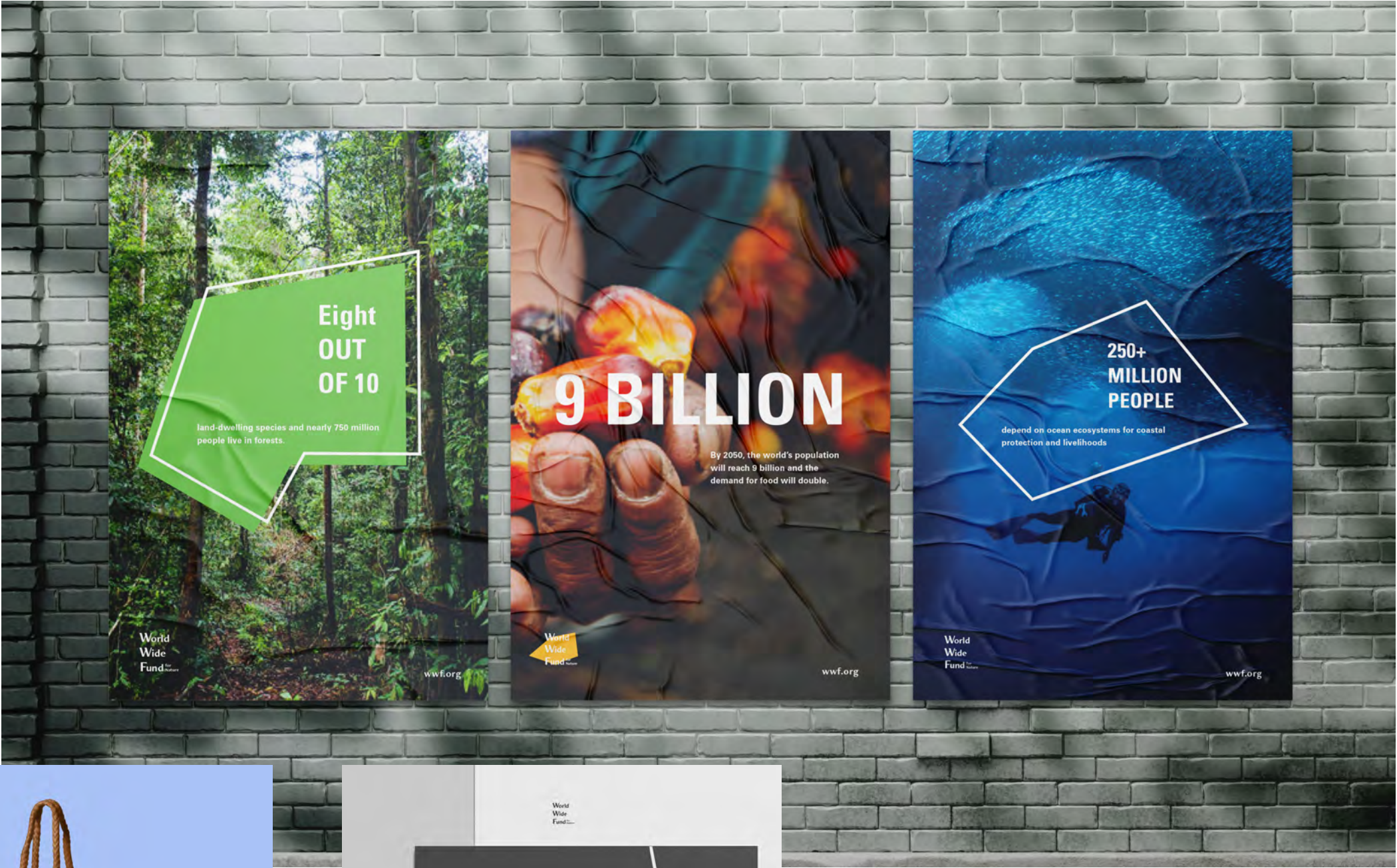
DYNAMIC BRANDING

WWF Re-branding

As WWF grows bigger, the initial logo does not satisfy to their current goal. Therefore, I created a new dynamic identity system that can be updated and monitor for WWF to accomplish their goal on Ocean, Food, Climate, Wildlife, Forest and Freshwater.

Date: 2020 Fall

Clinet: BFA



05

LOGOS

Other Logos

Date: 2019-Now
Clnet: Variy



JENNY CHEN

WORKS*

Architecture Lecture
Series Poster

Winter Study
Aboard Poster

Food Illustration

Vector Art



Illustration

01

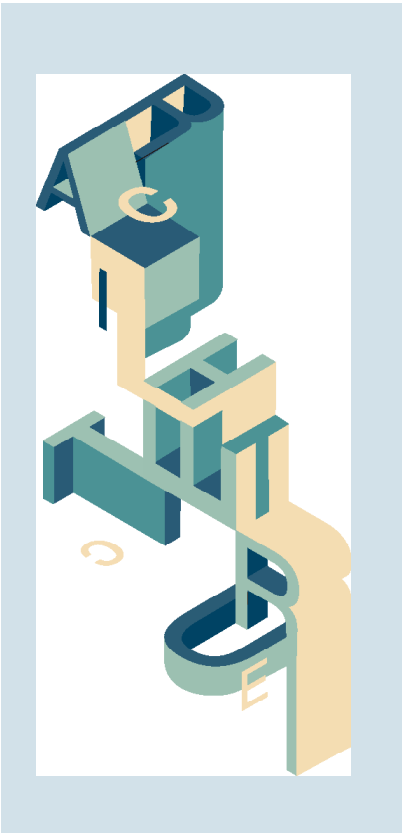
POSTER/ILLUSTRATION

Architecture Lecture Series Poster

This task is to produce a large format poster announcing SAIC's Architecture Department, Spring 2019 Lecture Series.

Date: 2019 Spring

Clinet: School of the Art Institute of Chicago
(Student Work)



02

POSTER/ILLUSTRATION

Winter Study Aboard Poster

The task is to produce a series of poster for the annully study trip. Creating illustations and compling poster composition that produce a engaging poster is the goal of this project.

Date: 2020 Spring
Clinet: School of the Art Institue of Chicago





03

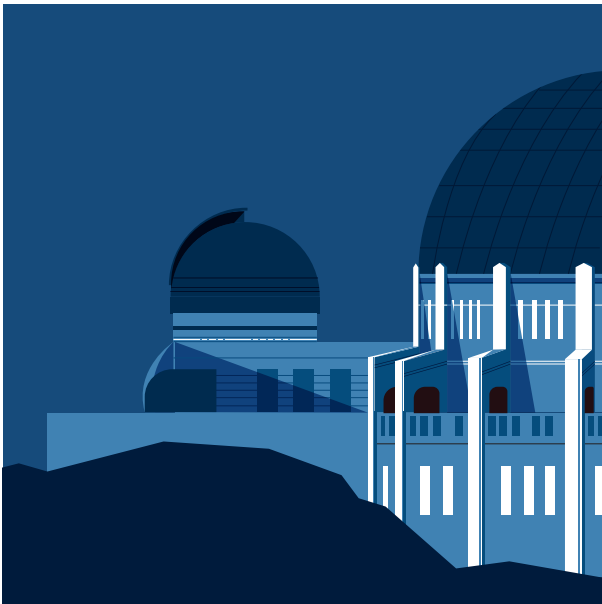
ILLUSTRATION

Food Illustration

Hand drawing Illustration

Date: 2020 Spring
- Now





Lalaland Sequence
Cocktail
Home Rules

04

ILLUSTRATION

Vector Art & Icons

Date: 2020 Spring
- Now