

Chen Yan

Visual Designer

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EDUCATION

Boston University MFA / Graphic Design

'17 - '19 Boston, USA

University of Wisconsin Milwaukee BA / Graphic Design

'15 - '16 Milwaukee, USA

Hubei University of Technology BA / Visual Communication

'12 - '16 Wuhan, China

SKILLS

Graphic Design

Adobe Photoshop • Adobe Illustrator
Adobe InDesign • Adobe Lightroom
Brand Identity • Editorial Layout
Packaging Design • Advertising
Typography • Web Interface
User Experience • Photo Editing

Illustration

Wacom Digital Painting • Procreate
Watercolor Painting • Acrylic Painting
Oil Painting • Etching • Cyanotype
Woodblock Printing • Monotype

Motion Graphic

Adobe After Effect • Adobe Premiere Pro
Animation • Video Editing

Web Development

Adobe XD • Sketch • HTML • CSS

WORK EXPERIENCE

Jones Knowles Ritchie / Designer

'21 - '23 Shanghai, China

Responsible for major re-brand projects and lead through creation and implementation of new digital brand system, packaging design system, digital campaign and brand events for clients includes: Budweiser, Nescafe, Boxing Cat, and Caltrate.

OffWhite Co. / Designer

'19 - '20 New York City, USA

Collaborated with in house teams to work on end to end brand positioning, implementing unique marketing strategies and proposing creative solutions for clients includes: Maple Hill, Nightfood, Chobani,

Mango Publishing / Editorial Design Intern

'18 Miami, USA

Work closely with the marketing lead, editors, and authors during a summer internship. Tasks included designing book covers, layouts, and graphics while aiding in overall creative strategy development.

BU Art Gallery / Visual Designer

'17 - '18 Boston, USA

Lead design and strategy for visual systems and way finding for shows, exhibitions and events while collaborating with the gallery curatorial department.

Yamibuy / Visual Designer&Illustrator

'16 - '17 Los Angeles County, USA

Collaborated with the marketing manager, product team, and IT department to develop and implement successful social media campaigns, promotional advertisements, and event web interfaces.

ACTIVITY

China National Geographic Magazine Cover

'22 May Shan Hai Jing series

Odds & Ends Art Book Fair

'18 Yale University Art Gallery

COMA Design Lab Workshop

'18 Amsterdam, Netherlands