

Chen Yan

Visual Designer

Branding
Packaging
Illustration
Motion
Editorial

1228yanchen@gmail.com
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Experience

Jones Knowles Ritchie

Shanghai

Freelancer

2025

Senior Designer

2024

Designer

2021-2023

Developed design direction from concept to execution for re-branding Fortune 500 clients (e.g., Budweiser, Nescafé, Kraft Heinz), ensuring strategic brand consistency across digital and packaging platforms.

Led cross-functional teams, aligned projects with strategic objectives, and created brand positioning, visual identity systems, and packaging frameworks for cohesive product lines.

Designed digital brand toolkits and key visuals for campaigns, while overseeing art direction for photography and production. Drove consumer engagement and recognition.

OffWhite Co.

New York

Designer

2019-2020

Collaborated with in-house teams to develop unique marketing strategies for notable clients such as Nightfoods, Chobani, and Maple Hills.

Engaged in the end-to-end creative process, including brand naming, brand positioning, logo identity, packaging design, website content creation, and social media post that aligned with brand identities.

Mango Publishing

Miami

Editorial Design Intern

Summer 2018

Designed high-impact book covers, interior layouts, and social media graphics aligned with content and marketing goals; Conceptualized and edited promotional videos to spotlight new book releases, driving per-order interest and sales growth.

Yamibuy

Los Angeles

Visual Designer / Illustrator

2016-2017

Collaborated closely with the marketing manager, product team, and IT department to designed user-friendly event web interfaces to elevate user experience.

Created illustrations for print materials and developed impactful social media campaigns and promotional advertisements, significantly enhancing brand engagement and customer experience.

Education

Boston University

2017-2019

MFA - Graphic Design

University of Wisconsin Milwaukee

2015-2016

BA - Graphic Design

Hubei University of Technology

2012-2016

BA - Visual Communication

Design Tool

Adobe Photoshop

Adobe After Effect

Figma

Adobe Illustrator

Procreate

HTML&CSS

Adobe InDesign

Hand Drawing

Mid Journey

Language

Chinese (Native)

English (Fluent)