

SILVIA SH CHEN

GRAPHIC VISUAL DESIGNER

📍 5104565656

🌐 www.linkedin.com/in/silviachen96/

🌐 www.silviachendesigns.com/

SKILLS

software skills

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere Pro
Canva
Figma
HTML CSS
Hubspot
Microsoft Office Suite
Procreate
Sketch

relevant skills

Branding
Communication Design
Digital Illustration
Email Design
Info Design
Marketing Sales Collateral
Trade Booth Signage
Packaging
Print Design
Social Media Design
UX | UI Research
Video & Photo Editing
Typography
Web Design

personal skills

Adaptability
Attention to Detail
Creative Thinking
Collaboration
Communication
Critique Receptiveness
Empathy
Flexibility
Time Management
Organization
Open-Mindedness
Patience
Presentation Skills
Problem-Solving
Self Motivation

EDUCATION

University of California, Davis - Bachelor of Arts, Graphic Design
September 2014 - September 2018

Design in the UK - Summer Design Study Abroad
August 2018 - September 2018

EXPERIENCE

Graphic Visual Designer | Branding & Marketing Communications
Square Panda Inc. / Jan 2019 - Present

- Design lead for marketing & digital projects including paid media, social media development, content marketing, SEO
- Assist in the creation of visually captivating design solutions for sales, marketing materials, email, web, packaging, collateral
- Managed internal & external design projects to maintain design guidelines and standards to ensure brand consistency
- Collaborated with product and UX UI designers to produce wireframes, mockups, and prototypes for web & app interfaces

Graphic Design Freelancer & Illustrator - silviachendesigns

Graphic Social Media Designer
UC Davis Student Affairs Marketing & Communications / Jan - Dec 2018

- Designed graphics for individual Student Affairs departments' social portfolios viewed by over 35,000 students, aligning them to University brand standards while balancing their distinctive look and feel
- Ideate and conceptualize content weekly while aiding execution strategy via design with the Manager of Social Marketing
- Evaluate reporting for social designs to provide recommendations

Graphic Design & Marketing Intern
David Suh Photography / March - June 2017

- Collaborate with copywriters on brand voice and tone to design seamless creative output designed for clients' social media channels
- Content ideation to support brand communication priorities

Junior Graphic Designer
UC Davis School of Education / Sep 2016 - June 2017

- Supporting Senior Designers through the creation, production, and publishing of digital and print marketing materials
- Edit, resize, or add text to photos using Adobe Creative Suite tools