

Katherine Chhay Chen

Objective

Graphic designer looking to offer my expertise and experience in developing modern designs to a company. I hope to utilize technical skills to create relevant materials for advertising, marketing, and branding purposes.

Portfolio

<https://www.katherinechhaychen.com/>

Contact Information

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(408) 306 8935

Education

San Jose State University 2020
Major: BFA Graphic Design
Minor: Japanese

Technical Skills

Print design
Image-making
Visual branding
Photography
Illustration
UX & Interaction Design
2-D and 3-D design
Branding
Typography
Motion graphics

Software Knowledge

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Lightroom
Adobe XD
Adobe After Effects
Sketch
Invision Studio
Fusion 360
Paint Tool Sai
Procreate

Experience

BoxBox Studios

UI/UX Designer | Contracted | November 2019–Current

- Work alongside developers and game designers to conceptualize the flow and interaction of the game
- Create wire frames and mock-ups for screens
- Create assets used within the game and sent them to the developers to implement
- Collaborate with animators and splash artists to develop a consistent style between the game interface and character design

Transifex

UI/UX Designer | Internship | February–September 2020

- Create visuals and assets for blog posts and landing pages
- Refresh current websites and create potential wire frames and mock-ups for landing pages
- Created e-books and produced advertisement banners

Chromatic Coffee

Poster Designer | Contracted | January–February 2020

- Created a poster to be printed and posted on social media to advertise a latte art throw-down competition hosted by Chromatic Coffee
- Communicated with the marketing team at Chromatic both in person and remotely

Exxact Corporation

UI/UX Designer | Internship | June 2019–December 2019

- Collaborated with the marketing team and the product management team to work on redesigning existing websites
- Created mock-ups and exported assets for developers to implement into the site.
- Designed spreads for an e-book which was used as part of a marketing campaign
- Created visuals for hero banners and blogs
- Created flyers and thank you cards for purchased products

Organizations & Extracurriculars

Brand X Design Competition Featuring Sephora

February–May 2020

- Collaborated as a team of 4 to create an interactive space featuring sephoria, sephora's makeup tour hosted every year
- Each team member was in charge of designing and rendering their own rooms inspired by makeup looks and challenges
- Potential promotional items such as tote bags, badges, satchels/goodie bags were created
- KPI's and ROI strategies were researched to be incorporated in the interactive space to produce results after the potential event is over

Design X, Social Media

October–November 2019

- Collaborated with team of 8 to create an exhibition focusing on what design means to an individual specifically about w learns about themselves in the BFA
- Oversaw posts on Design X's Instagram page, @designxhibition
- Developed layout for posts, announcements and content

Adobe Creative Jam

October 2019

- Collaborated with team of 4 to create an app based on the theme: college necessities such as ford affordability, homeless situation, etc
- Researched, developed wire-frames and conceptualized with the team to create a prototype for the app within a 4 hour time frame

International Design Education Expo Conference (IDEEC), Marketing Team

July–August 2019

- Drafted initial concepts for branding
- Collaborated with team to create promotional items for the conference
- Promotional items include name badges, tote bags, t shirts, etc

Tiburon International Film Festival, Poster Designer

December–March 2016

- Drafted various poster concepts
- Collaborated with coordinators to revise the final design