

# Serena Chen.

graphic designer

## objective

Seeking a designer position utilizing my skills in branding, packaging, illustration, and visual merchandising to create unique experiences and contribute to the design process in a team environment.

## education

### **BFA School of Graphic Design and Digital Media**

Academy of Art University\_San Francisco, CA

2017

## experience

### **Freelance Graphic Designer and Illustrator**

Oct 2014 – Present

Collaborates with clients to determine design format and style.

Creates visual languages across prints, social and web-based needs.

### **Visual Merchandising Manager\_Goorin Bros Hat Shop**

Oct 2017 – Dec 2018

Creates in-store visual displays and implemented window displays to drive effective business results. Contributes to store growth by research and analyze market trends. Creates compelling creative solutions and art directing in photoproduction for social media promotion.

### **Hatter/Merchant\_Goorin Bros Hat Shop**

July 2016 – Oct 2017

Styled customers to find the most suitable hats and customized with the feathers and other accessories.

ACHIEVEMENT: Winning the "Top Notch There for the People" Award and multiple Key Performance Indicators Contests.

### **Teaching Assistant\_Youth Design Academy: Inneract Project**

Feb 2016 – May 2016

Collaborated with YDA teachers to prepare teaching materials, and assisted students in understanding the process.

## exhibition

### **Our Imagination Pop-Up Show\_Goorin Bros. Hat Shop North Beach**

Apr 2018

A dual 3 days art show with award winning fine artist Hsin-Yao Tseng, Serena is obsessed with the abstract brush stroke as well as the color combination from nature to represent the dreams.

## skills

Adobe Creative Cloud, Adobe After Effects

## languages

English, Mandarin, Taiwanese

## references

Furnished upon request.

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