

emmy chan

Contact Me

emmychan98@gmail.com

Portfolio

emmychanart.com

Education

Penn State University
Class of 2020

Programs

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe AfterEffects
Adobe Premiere
Figma
Google Gemini
Midjourney

Skills

Motion Graphics
Content Creation
Storyboarding
Social Media Design
Deadline Driven
Marketing Strategy
Development
Team Oriented
Presentation Management

Graphic Designer

Work Experience

LG Electronics- HS AD

Designer

Junior Designer

Design Apprentice

Englewood Cliffs, NJ

Mar 2024-Present

Mar 2022-Mar 2024

Aug 2021-Mar 2022

- Developed cohesive visual designs and brand messaging across digital channels, including retailer banner ads
- Planned and executed monthly social media content across Instagram, Facebook, and Twitter to support product and campaign goals
- Partnered with copywriters to build monthly content calendars, delivering 12-14 posts and 6-8 interactive story assets
- Attended and observed in-person production shoots for official brand content and commercial campaigns, gaining on-set experience with professional crews and workflows
- Owned end-to-end content development for a luxury kitchen brand, including ideation, design, and client presentations
- Supported high-impact seasonal campaigns (e.g., Back to School, Spring Cleaning) through collaboration on templates and mockups
- Delivered high-quality work under tight deadlines during peak promotional periods
- Sole designer for social rebrands, managing creative exploration, revisions, and client approvals
- Created original content for LG, leading pre-production (concepting, scripting, shot planning), directing on-set shoots with talent, and completing post-production editing and publishing

Boscov's

Designer

Englewood Cliffs, NJ

Jan 2026-Present

- Trusted to define and evolve visual direction across seasonal campaigns throughout the duration of the year
- Developed multiple creative directions for each campaign, presenting options to clients, refining selected concepts, and translating them into full campaign mockups
- Built end-to-end visual systems used across in-store, digital, email, print, and TV placements to ensure cohesive brand storytelling
- Created detailed storyboards for commercial spots based on approved campaign directions, owning the process from concept through client approval
- Partnered with production teams by delivering finalized storyboard files for animation and broadcast execution

IQ Dental Supply

Graphic Designer

Fairfield, NJ

Sept 2020-June 2021

- In charge of creating quarterly catalogs showcasing newest products
- Assisted with the creation of flyers advertising sales and company events
- Responsible for design and creation of social media posts advertising deals and promotions
- Assisted with social media and digital marketing strategy and initiatives to promote brand building, guest retention and revenue-focused activities
- Crafted visual designs and brand messaging elements for consistency across digital advertising and marketing platforms
- Developed brand marketing plan strategies to increase brand awareness and monitored responses to promotional content, adjusting messages to achieve objectives

