

Contact Me

emmychan98@gmail.com

Portfolio

emmychanart.com

Education

Penn State University
Class of 2020

Integrative Arts Major
Graphic Design Minor

Programs

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe AfterEffects
Figma
Midjourney
Trello
Google Suite

Skills

Art Conceptualization
Motion Graphics
Creative Thinking
Problem Solving
Work Planning and
Prioritization
Deadline Driven
Marketing Strategy
Development
Team Oriented
Presentation Management

emmy chan

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

- Crafted visual designs and brand messaging elements for consistency across digital advertising and marketing platforms, including banner ads across multiple retailer websites
- Utilized Instagram, Facebook and Twitter to promote products, services and content on a monthly basis
- Collaborated with a copywriter every week to work on LG monthly calendars that consisted of brainstorming and creating 12-14 posts and 6-8 clickable, interactive stories to show clients
- Directed and developed engaging marketing and promotional advertisements from concept to final delivery to generate sales revenue and grow customer base
- Separately worked on calendars for a luxury kitchen brand, collaborated and handled all brainstorming, designing of 12-14 posts and 6-8 stories and presentation
- Assisted on larger seasonal campaigns- Back to School, Spring Cleaning, etc. Worked with designers and copywriters from different teams to create mock-ups and templates to use
- Consistently delivered results on time, even during promotional periods with quick timelines, such as Memorial Day, etc.
- Partnered closely with creative directors to develop visual assets, incorporating feedback to align with brand guidelines and creative vision
- Led two Pinterest rebrands as sole designer, managing all design explorations and client feedback rounds from start to finish

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

Castillo Property

Graphic Design Intern

Remote

May 2020-Aug 2020

- Created step-by-step infographics detailing DIY tips and tricks
- Closely collaborated with team members to incorporate feedback for final design

Sloppy Vinyl

Graphic Design Intern

Bloomfield, NJ

May 2019- Aug 2019

- Created dynamic visuals and various types of media to be used in the production of 2 music videos
- Developed flyers and created content used to promote upcoming events using various social media sources
- Collaborated in development and formation of clothing designs used as promotional materials for 2 music videos

