

ALLISON CHEN | VISUAL DESIGNER

OBJECTIVE Seeking an entry-level design position in which knowledge of diverse disciplines such as branding techniques and marketing can be used to create both digital and physical design solutions and outcomes.

EXPERIENCE

- jul '19—present **graphic design intern | transifex**
los altos, ca
- Design under the supervision of Demand Generation Head. Taking part in pushing the advertising and marketing presence of the company forward.
 - Conceptualized and designed online ad banners, white papers, company documents, marketing decals, trade show booths/banners, icons, illustrations, wine frames, web landing pages, chat-bot illustrations, and t-shirts.
- nov '19 **design xhibition**
san jose state university, ca
- Conceptualized, designed, and built a branding and exhibition with a team of 8 designers centered around design projects.
 - Created marketing and advertising assets such as wayfinding signage, posters, supergraphics, and take-home items for visitors.
- jul '19—present **freelance project | national autism resources**
san jose, ca
- Refreshed and re-designed company product catalog using the newly created branding guide.
- jul '16—sept '18 **student ministries intern | bridges community church**
los altos, ca
- Designed weekly marketing assets: fliers, banners, and slides for a variety of events and programs.
 - Re-branded a large community event and created all promotional and marketing/advertising materials.

EDUCATION

- may 2020 **bfa graphic design | san jose state university**
- may 2015 **high school diploma | pioneer family academy**
title: class valedictorian | 4.0 gpa

CONTACT

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TOOLS

adobe illustrator
adobe indesign
adobe xd
adobe photoshop
adobe after effects
sketch
invision
fusion 360
roar ar
basic html & css

INVOLVEMENT

- 2018—present **phi kappa phi honors society**
san jose state university
- 2018—present **neo design club**
san jose state university