

# CADEN CHAN



**Hey!** Being a generalist designer allows me to do what I love, create beautiful media that resonates with audiences no matter what the project is. I stay ambitious, continuously learn, and strive to provide high-quality, client-focused solutions.

## Experience

### Marketing Specialist | Big Blue Bubble

London, ON, CAN

May - Aug 2024

- Tasked with creating captivating digital content for the flagship mobile game My Singing Monsters.
- Posted content to and managed multiple 100k+ follower social media accounts across Instagram, Twitter, TikTok, and YouTube.
- Tasks involved graphic design, illustration, product shoots, 3D modeling, and filming.

### Motion Design Freelancer | St. Joseph Communications

North York, ON, CAN

May - Aug 2022 & Dec 2022

- Worked in a fast-paced team to deliver branding material for CIBC, Eastlink, Home Hardware, Chevrolet etc.
- Tasks included storyboarding, illustration, and animation for projects at varying levels of production.
- Developed a "Character Library" to increase the efficiency and quality of the character animation workflow.

## Education

### University of Waterloo | Bachelor of Global Business & Digital Arts | GPA: 3.84

Waterloo, ON, CAN

Sep 2021 - Present

- A generalist program focused on education in creative design, UX, globalization, & business administration.
- Studied abroad at Queensland University of Technology in Australia scoring a 3.98 GPA learning 3D Character animation, 3D environment creation, interactive narrative design, and music production.
- Awarded the President's Scholarship of Distinction (\$5000).



## Personal Website

[www.cadenchan.design](http://www.cadenchan.design)



Developed using React.JS and SCSS to display various projects and experiences.

