

Ivan Chen

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EXPERIENCE

Form Energy

Berkeley, Oct, 2023 – Present

Graphic Designer and Web developer

- Oversaw all digital and print graphics, plus illustrations
- Led the creation of safety signage guidelines for Form Factory
- Collaborated with stakeholders to meet tight deadlines
- Developed a new hiring platform, increasing reach by 132%
- Developed a dashboard to view key analytics to measure impact
- Managed social media assets, press releases, and website

Freelance Designer

Berkeley, Dec, 2022 – Oct, 2023

Graphic Designer

- Designed brand identities, logos, and marketing collateral
- Managed scope, timelines, and budgets
- Orchestrated project cycles from concept to launch

Carbon Inc.

Redwood City, Nov, 2019 – Oct, 2022

Graphic Designer

- Designed educational material used by thousands of engineers
- Responsible for print collateral, packaging, and event assets
- Crafted Carbon's first brand purpose, narrative and identity
- Coordinated with vendors to help deliver on tight deadlines
- Collaborated with partners: adidas, CCM, Ford, and Riddell

M-A-D

Berkeley, May, 2017 – Aug, 2017, May, 2019

Multimedia Designer

- Designed and worked on VR installation for exhibition
- Worked on design project for the city of Palo Alto, and IFTF
- Participated in design meetings and event planning
- Created web and video assets for proposals to other cities

Quantified Self

Berkeley, Dec, 2018 – Jan, 2019

UX/UI Designer

- Consulted on UI/UX design
- Created web assets for launch of new website, QS2019
- Developed work process to better upload content

Arakelian Rugs

New Haven, May, 2016 – Aug, 2016

Web Designer

- Developed a new identity system
- Participated with the development of the web store
- Created assets for social media (Facebook, Google)

EDUCATION

California College of the Arts

San Francisco, California

BFA in Graphic Design, Aug, 2014 – May 2019

References Upon Request

TECHNICAL

Adobe CC Suite
Google G Suite
Figma
Asana
Keynote
PowerPoint
Unreal Engine
Blender
Web programming

SPECIALTIES

Identity / Branding
Print / Publication
Layout / Information
Design
Illustration
Educational Material
3D Rendering
Product Design
VR / AR
Motion Graphics
UX & UI design
Photography
Marketing

SOFT

Communicative
Friendly
Respectful
Collaborative
Adaptive
Creative thinking
Conceptual