

"I am a food-driven, multidisciplinary visual designer focused on cooking up diverse ideas and visuals, and serving users spicy products and services."

COCOCHAN  
Y U A N C H A N

## EDUCATION

### M.A., ADVERTISING M.A., BUSINESS DESIGN AND ARTS LEADERSHIP

Savannah College of Art and Design  
(SCAD Atlanta)  
Acceptance Scholarship (2017/2018)  
Anticipated Jun. 2019

### B.A., FASHION DESIGN

Shih Chin University 2011-2016  
Marketing and Management in  
Creative Industry Certificate

## SKILLS

### ADOBE CREATIVE SUITE

Illustrator Indesign Photoshop  
DreamWeaver

### COMPUTER PROGRAMMING

HTML CSS

### DIGITAL DESIGN TOOL

Axure

## LANGUAGE

English (Full professional proficiency)  
Mandarin Chinese (Native)  
Taiwanese (Native)

## ADVERTISING

Art Direction Idea Conceptualization  
UX/UI Design Information Design

## EXPERIENCE

### COX COMMUNICATION

*Freelance Product Designer, Mar. 2019 - Present, Atlanta*  
Conceptualized and designed a Mobile Personal  
Emergency Response Systems (mPERS) product to  
provide security within senior living.

### ATLANTA GIRLS' SCHOOL

*Event Curator, Mar. 2019 - Present, Atlanta*  
Curated and designed Make HER Day event to showcase  
students' works as well as inspire more girls to lead lives  
of purpose.

### FERNBANK MUSEUM OF NATURAL HISTORY

*Development Intern, Sep. 2018 - Nov. 2018, Atlanta*  
Designed brochures and invitations to attract donors to  
events and parties in 2018 that strengthened bonds with  
the community.

### SYNCHRONICITY THEATRE

*SCAD Collaborating Course, Mar. 2018 - May. 2018,  
Atlanta*  
Collaborated with creative team to devise artwork for  
marketing initiatives that promoted the show "The  
Taming" and the program "Playmaking for Girls."

### WHOLE WORLD IMPROV THEATRE

*SCAD Collaborating Course, Mar. 2018 - May. 2018,  
Atlanta*  
Conducted market research and in-depth interviews with  
current and potential donors to redefine the position of  
the organization.

### OLMSTED PLEIN AIR INVITATIONAL

*Marketing Intern, Dec. 2017 - May. 2018, Atlanta*  
Set up visuals and tone, and wrote the E-blast for the  
Paint Quick competition's 2018 out-reach program that  
generated a record-breaking number of scholarship  
applicants for Paint Quick competition.

### GEORGIA WORLD CONGRESS CENTER

*SCAD Collaborative Learning Center - Sponsored Course,  
Jan. 2018 - Mar. 2018, Atlanta*  
Experienced B2B full life circle project development,  
served as a liaison between artists/vendors and client, and  
conceptualized and rendered creative designs for  
entrance renovation project.

### OOPZ! HOUSEHOLD BRAND

*2015 - Present, Co-Founder, Jul. 2016 - Present, Taiwan*  
Recruited and led creative team to develop logo,  
packages, and brochures that established the reputation  
of the brand.

### FREELANCE VISUAL DESIGNER

*2015 - Present*  
Visualized brands and organizations' messages and  
delivered cases including logo design, business card  
design, signboard design, uniform design, race suit  
design, and marketing materials.