

COCO CHAN

YUAN HSIEH CHAN

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COCOCHAN.CO

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

EDUCATION

M.A., Advertising

M.A., Business Design and Arts Leadership

Savannah College of Art and Design (SCAD)

Acceptance Scholarship (2017/2018)

Anticipated Jun. 2019

GPA: 3.8

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

Product Design Contractor, 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

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

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.
- Conceptualized and rendered creative designs for entrance renovation project.

OOPZI! 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, uniform design, race suit design, and marketing materials.