

# 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

## EXPERIENCE

### FERNBANK MUSEUM OF NATURAL HISTORY

*Development Intern, Sep. 2018 - Nov. 2018, Atlanta, GA*

- Designed brochures and invitations to attract donors to events and parties in 2018 that strengthened bonds with the community.
- Established tone and distributed marketing mails for the go-green membership card announcements.

### OLMSTED PLEIN AIR INVITATIONAL

*Marketing Intern, Dec. 2017 - May. 2018, Atlanta, GA*

- 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.

### WHOLE WORLD IMPROV THEATRE

*Collaborating Course, Mar. 2018 - May. 2018, Atlanta, GA*

- Conducted market research and in-depth interviews with current and potential donors to redefine the position of the organization.
- Planned and developed a tangible fundraising plan to generate exposure among the community.

### SYNCHRONICITY THEATRE

*Collaborating Course, Mar. 2018 - May. 2018, Atlanta, GA*

- Collaborated with creative team to devise artwork for marketing initiatives that promoted the show "The Taming" and the program "Playmaking for Girls."

### GEORGIA WORLD CONGRESS CENTER

*SCAD Collaborative Learning Center - Sponsored Course, Jan. 2018 - Mar. 2018, Atlanta, GA*

- 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.

### OOPZ! HOUSEHOLD BRAND

*Co-Founder, Art Director, Jul. 2016 - present, Taipei, 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.

## 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)

## VOLUNTEER WORK

### NANHAI GALLERY

*Exhibition docent, Jun. 2015 - Aug. 2015, Taipei, Taiwan*