

JEFFREY CHEN

(909) 569 - 8737

jeffrey.chen@berkeley.edu

www.behance.net/jeffreykeeney

EDUCATION

University of California Berkeley (2013 - Present) GPA: 3.415

- Pursuing Business Administration, Bachelor of Science.
- Expected graduation: May 2017

Walnut High School (2009 - 2013) GPA: 3.79

- Graduated with the International Baccalaureate Diploma
- California Scholarship Federation; National Honors Society

EXPERIENCE

Product Designer (January 2015 - Present)

Berkeley Innovation

- Lead user research, branding, and UI/UX design with a team of human centered researchers and designers
- Work with design team and clients to effectively design and develop high fidelity prototypes
- Successfully rebranded and redesigned the website for Callisto, a third-party college sexual assault program sponsored by Sexual Health Innovations

Student Instructor (January 2015 - Present)

Introduction to Illustrator & Photoshop DeCal

- Facilitate and teach a class of approximately 30 students basic fundamentals of Adobe softwares and graphic design
- Collaborate with education team to design the core curriculum
- Provide technical and aesthetic feedback on students' design works

Graphic Designer (September 2014 - Present)

Innovative Design

- Collaborate with a team of graphic designers and artists to create design material for student organizations and professional clients
- Designed the brand and visuals for Images of India, a Indian culture performance showcase sponsored by Asha for Education

Graphic Design Coordinator (August 2014 - May 2015)

ASUC Office of Marketing & Communications

- Managed all design requests given to the department
- Led design team in creating print and electronic design material, including, but not limited to posters, flyers, infographics, & logos
- Effectively rebranded the ASUC image through developing a modernized logo and designed visuals displayed across campus

Managerial Assistant (May 2011 - July 2013)

DiscoveryCube Orange County

- Supervised 200+ active volunteers collectively
- Directed the interview process for volunteer applicants and conducted monthly trainings for newly hired volunteers
- Executed quality guest service while educating the public on science, mathematics, and technology through hands-on exhibits

EXPERTISE

Microsoft Office



Photoshop



Illustrator



InDesign



Lightroom



Premiere



Creativity



Bilingual Proficiency in

Mandarin Chinese

Limited Working Proficiency in

Spanish, Python, HTML

Ideation, User Research,

Wireframing, Prototyping

Graphic Design, Photo Manipulation