

JEFFREY KEENY CHEN

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EDUCATION

University of California Berkeley (2013–Present) GPA: 3.455

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

Coursework: Brand Management & Strategy, Marketing, Leading People, Communications, Design Innovation, Structure and Interpretation of Computer Programs

EXPERIENCE

Brand Consultant

(September 2015–Present)

ImagiCal | American Advertising Federation

- Develop multi-million dollar campaigns for leading brands in the National Student Advertising Competition.
- Conducted qualitative & quantitative market analysis, developed strategic marketing & public relations tactics, and redesigned the brand identity for The Last Hoorae.

Graphic & Production Designer

(August 2015–Present)

Associated Students of the University of California, Student Union

- Spearhead the creative concept and direction of design projects produced for internal use and professional clients.
- Developed and led marketing campaign for UC Berkeley's *Bears Don't Haze* social campaign, Graduate Assembly's *Meditation Series*, and the *ASUC Student Staff Appreciation Banquet*.

Campus Ambassador

(January 2015–Present)

University of California, Berkeley

- Selected amongst more than 100 applicants to represent UC Berkeley.
- Demonstrate quality customer service and superior written & verbal communication.
- Lead campus tours comprising of 150,000 guests annually, ranging from prospective students, business executives, and distinguished guests.

Instructor & Facilitator

(January 2015–Present)

Introduction to Illustrator & Photoshop DeCal | <http://innovativedesign.club/decal>

- Administer and teach class of approximately 30 students the fundamentals of Adobe softwares and graphic design.
- Formulated the core curriculum with 10+ lessons and tutorials, including a mid-semester and final project.
- Provide technical and aesthetic feedback on over 600 students' design works.

Product Designer

(January 2015–December 2015)

Berkeley Innovation

- Directed user research, branding, and UI/UX design for Callisto, a program sponsored by Sexual Health Innovations.
- Coordinated with professional clients to effectively productize high fidelity prototypes.
- Successfully enhanced the appearance and user experience of Callisto's website.

Creative Marketer; Graphic Designer

(September 2014–December 2015)

Innovative Design

- Developed marketing strategies and PR campaigns for CMYK Designathon (110+ attendees).
- Created dozens of marketing material for student organizations and professional clients.
- Designed the brand and visual content for Images of India, a performance showcase sponsored by Asha for Education.

EXPERTISE

Photoshop ● ● ● ● ●

Illustrator ● ● ● ● ●

InDesign ● ● ● ● ●

Bilingual Proficiency in
Mandarin Chinese

Lightroom ● ● ● ● ●

Premiere ● ● ● ● ●

Creativity ● ● ● ● ●

Limited Working Proficiency in
Spanish, Python, HTML

RECOGNITION

Regents' & Chancellor's Scholarship
University of California, Berkeley

The Leadership Award
Cal Alumni Association

National 3rd Prize Winner
CSPAN StudentCam Documentary Contest