



KAREN CHANG

karenchangdesign.com

310.951.9795

EDUCATION

University of California,
San Diego (2014-2018)

B.S. in Psychology
Minor in Biology

UC San Diego Extension
(2018-2019)

Professional Specialized
Certificate in Graphic Design

SKILLS

Wireframing

UX/UI

Web Design

Graphic Design

Branding

Illustration

Motion Design

TOOLS

Adobe XD

Photoshop

Illustrator

InDesign

After Effects

Figma

Webflow

Asana

Mac & PC

Multimedia Designer based in San Diego, CA. Driven to create intentional user-centered web, digital and print assets from initial concept to final deliverables. Also comfortable in UX/UI, web and motion/animation design. Currently seeking new opportunities to continue cultivating a career in UX/UI or Product Design.

EXPERIENCE

Designer - Raindrop Marketing Agency

(February 2019 - Current)

I was one of ten designers within this agency, serving over 50 clients in their advertisement, branding, and video needs.

- **GRAPHIC DESIGN:** Designed high volumes of custom menus, emails, advertisements, and print assets to drive engagement and sales for multiple clients simultaneously across multiple industries under tight deadlines.
- **WEB DESIGN:** Collaborated with brand managers and web developers to create unique website designs for multiple restaurants, promoting increase in website interaction and customer visits.
- **MOTION DESIGN:** Independently created social media assets & GIFs to fully animated videos for clients from a given script.
- **PHOTOSHOOTS:** Assisted in prop/food styling and creative direction with teams of photographers and brand managers
- **LEADERSHIP:** Facilitated meetings for Creative Team collaboration in skills, and planning meetings for increasing the general well-being throughout the office

Designer - Lighthouse Bible Church, San Diego

(2017 - Current)

- **GRAPHIC DESIGN :** Worked with designers & web developers to create print collateral (booklets and programs, cloth banners, postcards, stickers, canvases), branding, apparel design, social media/webpage posts. Deliverables were sent to events of 300+ attendees. Also aiming to create cohesive branding guidelines for churchwide use.

Freelance Design - Graphic Design/Illustration

(2015 - Current)

- **KAREN CHANG DESIGN :** Calendar Designs & Sales, Digital Lettering Print Sales (2018/2019)
- **WEDDING DESIGN :** Lettering Signs, Murals, Decor, Seating Charts, Print Collateral (2016 - 2019)
- **STORY GARDEN BOOKSTORE :** Logo, Branding (2018)
- **JESUS CENTER CHURCH :** Mural Design/Painting (2017/2018)
- **OPHELIA DING :** Logo, Branding (2017)
- **ANNA GER PHOTOGRAPHY :** Logo, Branding (2015)