

# Loryn Chen

Product / Web / Brand Designer

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## EDUCATION

### University of Maryland

Baltimore, MD - B.A. *Graphic Design*

MAY 2018

## SKILLS

### Design Tools:

Illustrator, Photoshop, After Effects,  
InDesign, Experience Design, Sketch,  
InVision, Principle, Framer

### Web Development:

HTML, CSS

## LEADERSHIP

### Retriever Design Club - Fall 2017

*Co-Founder / President*

Founded design club with 4 other students to drive more engagement among University's design community.

### HackUMBC - Spring 2016, Fall 2016

*Designer / Organizer*

Lead design for University's hackathon. Planned and organized event that raised over \$50,000 in sponsorship money and hosted 500+ hackers.

## SOCIAL MEDIA

[linkedin.com/in/lorynchen](https://www.linkedin.com/in/lorynchen)

[twitter.com/LoloLoryn](https://twitter.com/LoloLoryn)

## WORK EXPERIENCE

### Tenable - Design Intern

COLUMBIA, MD | SUMMER 2017

Designed and launched company's new Cyber Exposure category. Redesigned the customer's page that resulted in 72% increase in page views and 175% increase in time spent on page.

### Pixity - Founder / Designer

GAITHERSBURG, MD | SEPTEMBER 2016 - MAY 2017

Started design agency to make Snapchat Geofilters for businesses. Grew 88.9% of client's business by more than 11.45%. Clients include Kung Fu Tea, DC museums and bars.

### Hungry Harvest - Design Intern

BALTIMORE, MD | SUMMER 2016

Produced marketing graphics and created an animation video. Redesigned the shopping page. All resulted in 15.2% increase in new customers and a 10% increase in revenue.

### OrangeNow - Designer

ARLINGTON, VA | DECEMBER 2015 - APRIL 2016

Developed whole brand with custom graphics, visual guidelines, and strategy, as the company's first designer. Designed marketing campaigns to drive website traffic.

### Google - Student Ambassador

BALTIMORE, MD | AUGUST 2015 - MAY 2016

Familiarized students about the vast array of Google products that can be used for education. Acquired 35% of University's clubs to use Google Forms for their organization.

## SELECTED PROJECT

### Wareviews - UI / UX

Designed mobile app that allows consumers to read and write reviews on tech products.