

# ZARA YUJUNG CHEN

zarayujungchen-strategicdesign.com

347 - 283 - 7646  
itszarachen@gmail.com  
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COLLABORATION



CREATIVITY



EMPATHY



STRATEGY

Industrial designer specializing in display design and project management. Professional experience includes product design from inception to end product. Worked for one of the top global makeup brands to understand and visually communicate the brand culture through display products strategically placed within its market. Master degree in Design Management, bridging the gap between business and design.

## SKILLS



3D SOFTWARE



2D SOFTWARE

INDUSTRIAL  
DESIGN

COMMUNICATION  
DESIGN

DESIGN  
THINKING

BUSINESS  
STRATEGY

Alias, Showcase, Pro E, 3D CAD, 3D MAX,  
Solidworks, Rhino, SketchUp, KeyShot

Illustrator, Photoshop, InDesign, iMovie,  
Keynote, Word, Excel, Powerpoint

Research, Human Factors, Materials,  
Product forming, Sketch, Prototyping,  
Manufacturing Process

Brand Identity, Logo Design, Package Design,  
Infographics, Video Editing, Web Design

Brainstorming, Problem Solving, Strategic  
Design, Sustainable Design

Market Analysis, Financial Report, Strategic  
Business, Operation Management, Employee  
Engagement, Public Relations



## EXPERIENCE

### MAC COSMETICS

Industrial Designer  
Oct 2015 - present

Overseeing Permanent Display category for all store formats nationally and globally. Designing and managing launch displays, special displays, multi-channel gondolas, package design and store fixtures. Communicating cross departments and vendors. Presenting design concept and prototype to senior management.

### HAIR PHILOSOPHY NEW YORK

Brand Designer  
May 2015 - Sep 2015

Designed brand Identity system, website,  
package and products.

### FRANCIS PASTRY SHOP

Brand Designer & Strategist  
June 2012 - July 2013

Executed market analysis, brand positioning analysis, brand identity design, planned, designed and oversaw the store decorations, meals display and related products design.

### FREELANCE

Graphic and Package Designer  
January 2011 - Oct 2015

Designed brand identity, primary and secondary package and marketing materials for brands in beauty, food, hospitality, education and real estate industry.

### PROCESS BRAND EVOLUTION

Intern  
July 2011 - November 2011

Reviewed marketing trends, executed daily operations, market analysis, customers' company internal and external situation analysis, and created design to achieve customer needs.

### CSS GROUP

Graphic Designer  
January 2011 - July 2011

Company brand identity, created presentation material, product, service and infographic.



## ORGANIZATION

### AEDA (Asia Experience Design Association)

Event & Community Team Leader  
May 2016 - Present

### FTSANY TAIWANESE STUDENT ASSOCIATES

Vice President  
May 2014 - May 2015

## EDUCATION

### PRATT INSTITUTE

Design Management,  
Master of Professional Studies, 2015

### SCHOOL OF VISUAL ARTS

Brand Identity,  
Continuing Education Course, 2014

### SHIH CHIEH UNIVERSITY

Industrial and Product Design,  
Bachelor of Art, 2011

## AWARDS

### REDDOT AWARD

Germany, 2012  
Best of the Best Award



reddot design award  
best of the best 2012

### YOUNG DESIGNERS' DESIGN COMPETITION

Taiwan, 2011  
Outstanding Performance Award

## EXHIBITIONS

### REDDOT AWARD

Singapore, 2012

### NAKANOSHIMA OSAKA DESIGN CRAFT EXHIBITION

Osaka, Japan, 2011

### YOUNG DESIGNERS' DESIGN COMPETITION

Taipei, Taiwan, 2011

### CREATIVITY FAIR

Xiamen, China, 2009

## PATENT

### MULTIFUNCTIONAL SLEEPING BAG

Taiwan U-4580-1

### MULTIFUNCTIONAL SLEEPING BAG

China CN 202959281 U

## LANGUAGE

ENGLISH Proficiency

CHINESE Proficiency