

VICKY CHEN

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EXPERIENCE

CORNELL BLOCKCHAIN, Head of Design

October 2023 - present | New York City, NY

Spearheaded the conceptualization, design strategy, and execution of marketing materials and event graphics for the April 2024 Cornell Blockchain Conference with a projected attendance of 1000 people in the local New York City Metropolitan area in collaboration between the Cornell Tech Blockchain Club and Cornell Ithaca Blockchain Club.

WOMEN IN TECH @ CORNELL TECH, Designer

February 2023 - January 2024 | New York City, NY

Collaborated with the marketing team to develop and design marketing materials for events that helped underrepresented females in the current tech industry to network and gain a competitive edge in the tech industry market.

MODIPHY, Web Design Intern (Contract)

February 2023 - January 2024 | Baton Rouge, LA

Collaborated with a dynamic team of web designers, developers, and creative director to design and build custom websites for clients. Actively contributed to the agency's growth by supporting the doubling of the team's size reflected upon the successful acquisition of new clients and the expansion of the team project portfolio.

GDSO, Junior Graphic Designer

December 2021 - May 2023 | Baton Rouge, LA

Delivered a wide array of design materials including posters, publications, exhibitions, and promotional contents within a team of graduate and undergraduate students, design professors, and directors. Contributed to studio's achievements and received recognition for 2x Gold Award title and Best in Show at the American Advertising Awards 2023 by the American Advertising Federation - Baton Rouge chapter in addition to multiple publications in the GDSA magazine.

THE VISUAL BRANDING GROUP, Junior Graphic Designer

December 2021 - May 2023 | Baton Rouge, LA

Developed a wide range of brand identities and materials for local businesses to enhance the client brand visibility and coherence across various platforms while working closely with the creative director and clients. Designed engaging social media materials for the brand agency itself that aimed to educate online followers and business owners on maintaining and developing their brand that increased follower engagement.

EDUCATION

PARSONS SCHOOL OF DESIGN

Masters of Professional Studies (MPS)

Communication Design

August 2023 - present | New York City, NY

GPA 4.0

CORNELL TECH

Masters of Professional Studies (MPS)

Communication Design

August 2023 - present | New York City, NY

Product Studio & Startup Studio
(Parsons-Cornell Consortium)

LOUISIANA STATE UNIVERSITY

Bachelor of Fine Arts

Studio Arts - Graphic Design

August 2019 - May 2023 | Baton Rouge, LA

GPA 4.1

Summa Cum Laude

Tau Sigma Delta Honor Society

Rank #1 within Graphic Design Class of 2023

First Generation College Student

SKILLS

Product Design, UI/UX Design, User Research, Web Design, Wireframing, Prototyping, Interaction Design, Design Systems, Responsive Design, Visual Design, Typography, Brand Design, Graphic Design

TOOLS

Figma, Webflow, HTML, CSS, Adobe Creative Suite (Illustrator, Photoshop, After Effects, InDesign, XD, Premiere Pro)

AWARDS

2023 AMERICAN ADVERTISING AWARDS,
American Advertising Federation - Baton Rouge

- Student Best of Show
- 4x Student Gold Award Winner

**AMERICAN GRAPHIC DESIGN AWARD
CERTIFICATE OF EXCELLENCE**,
Graphic Design USA Magazine

**References are available upon request.*