

Janet Chen

www.janetchendesign.com 

[linkedin.com/in/janetchendesign](https://www.linkedin.com/in/janetchendesign)
janetchendesign@gmail.com
+1.630.303.3651

Experience

Brand Design Manager

Vention — San Francisco, California — Jun 2023–Present

- Mentor a global Brand Design team to ensure consistent client-facing assets and brand identity across global markets.
- Provide creative direction for B2B sales enablement tools, presentations, event marketing materials, global newsletters, organic and paid social media campaigns, and motion graphics.

Brand Designer

iTechArt — San Francisco, California — Jun 2021–May 2023

- Led a 6-month internal rebrand initiative, establishing a comprehensive design system.
- Developed 2 content libraries with over 550 unique slides and continued to empower C–Suite and Business Development with custom presentation services for B2B SaaS solutions.
- Pioneered a social media strategy on cross-functional team, optimizing visual assets to increase online awareness and engagement.
- Oversaw the design and deployment of global newsletters.

Brand Designer

ASSP — Park Ridge, Illinois — Jan 2019–May 2021

- Collaborated closely with Marketing and Communications teams as the sole designer.
- Led design initiatives for ASSP, Safety Conference, and SafetyFOCUS, cultivating visual identities for consistent recognition.
- Created logo designs, email design systems, social media content, and comprehensive marketing materials for professional development events, with up to 6,000 attendees.

Freelance Art Director

Plan B Advertising — Chicago, Illinois — May 2018–Dec 2018

- Aligned art direction with copywriters and developers to produce innovative ad campaigns and digital assets.
- Worked with a diverse range of B2C clients, including Loyola Medicine and McLaren North America.

Freelance Brand Designer

Advocate Aurora Health — Park Ridge, Illinois — Mar 2018–May 2018

- Aligned art direction with copywriters and developers to produce innovative ad campaigns and digital assets.

Graphic Designer

Fisher Printing — Bridgeview, Illinois — Dec 2016–Feb 2018

- Led the design for Tony's Fresh Market store marketing materials and ad circulars, contributing to enhanced brand engagement.

Graphic Designer

Columbia College Chicago, Design Department — Chicago, Illinois
— Jan 2016–May 2016

- Created the brand identity for the Design Department and sub-brands for undergraduate programs

Brand Designer with over seven years of experience cultivating brand identities, elevating design systems, and evolving style guides. I am an empathetic collaborator, thriving alongside other strategic, client-focused creatives and enjoy actively seeking opportunities for design-led initiatives, always positioning myself as a resource for supporting design needs. I am most excited when solving complex challenges and transforming existing brand styles. I seek to make a meaningful impactful through crafting accessible user experiences.

Education

Bachelor of Fine Arts, Graphic Design

Columbia College Chicago — May 2016

Recognition

Indigo Design Awards

SafetyFOCUS — Silver in Branding, 2022

Safety 2020 — Silver in Education Branding, Events Branding, and NGO & Non-Profit Branding, 2022

HOW International Design

Columbia College Chicago, Design Department — Merit Award, 2017

Expertise

Skills

Brand Identity — Art Direction — Illustration — Iconography — Typography — Storyboarding — Motion Graphics — Digital Design — UI/UX — User Research — Wireframing — Prototyping — Mockups — Interactive Design — Email Design — Display Ads — Paid Social — Organic Social — Photography — Retouching — Print Design — Packaging — Event Booth Design — Signage — Prepress — Generative AI — Presentation Design — Responsive Web Design — Marketing & Advertising

Tools

Figma — Adobe CC (Photoshop, InDesign, Illustrator, AfterEffects) — Microsoft Suite (PowerPoint, Word, Excel) — Google Workspaces (Slides, Docs, Sheets) — Project Management (Trello, Monday.com, Basecamp) — Email Marketing (HubSpot, Litmus) — Midjourney — Pen & Paper