

Ginger Chen

Graphic UI UX Designer

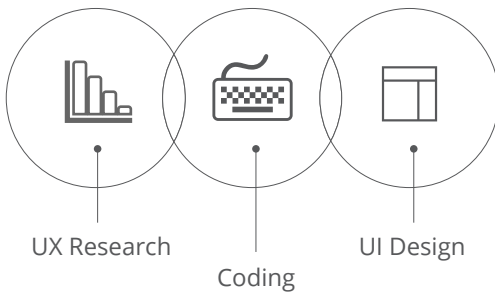
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10038

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EDUCATION

- **Instructional Technology and Media, MA**
May 2016 - August 2017
Columbia University
-Research and design human-computer interaction for a better learning experience
- **Graphic Design & Psychology, BA**
Japanese, Minor
January 2013 - August 2015
University of Minnesota - Twin Cities
-Train to use design guidelines and to aware when to break them
-Study and research the human perception behind design decisions

MY SPECIALITIES



DESIGN SKILLS

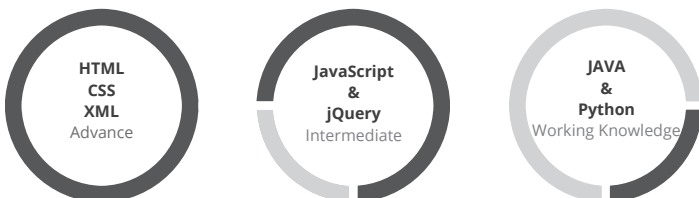
01 Programs

- Adobe Photoshop ●●●●●●●●
- Adobe Illustrator ●●●●●●●●
- Adobe Indesign ●●●●●●●●
- Sketch ●●●●●●●●
- Axure ●●●●●●●●
- InVision ●●●●●●●●
- After Effect ●●●●●●●●
- Final Cut Pro ●●●●●●●●

02 Knowledge

- User experience design
- User interface design
- IA & User flow
- Wireframe & Prototyping
- Content management
- Graphic design
- Grid & Layout
- Good sense for typography
- Color theory knowledge
- Branding & Visual system
- Video editing

LANGUAGE SKILLS



WORK EXPERIENCE

- **Lead Graphic Designer**
July 2017 - Present
CitySpade INC.
Projects: -www.cityspade.com -www.cutedivide.com
Graphic Design
-Manage the creative team
-Provide design and marketing solutions with existing branding
-Create uniquely designed marketing materials including sub-branding design, business cards, brochures, banners, etc.
UI UX Design
-Interviewing target audience
-Create IA & User-flows
-Create wireframes, low-fidelity, and high-fidelity prototypes
-Create graphic assets
Product Management
-Work closely with CTO and a team of developers to push through multiple projects
-Manage the creative team to generate content for projects
-Optimize the workflow between multiple teams with agile methodologies
- **Graduate Assistant**
August 2016 - June 2017
Columbia University, School of Engineering and Applied Science
Project: pdl.engineering.columbia.edu
-Website design, development, and maintenance
-Graphic design, video editing
-Event planning, and provide student group support
- **Digital Experience Design Intern**
June 2016 - August 2016
Lincoln Center for the Performing Arts
-UI design for microwebsites
-Assisted in microsities development
-QA testing of new websites and apps
-Assisted in digital assets system management
-Video assessment and editing
- **Junior Digital Designer**
September 2015 - April 2016
Architectural Antiques
Project: archantiques.com
-Website design, development, and maintenance
-Graphic design, photography, and videography
- **Freelance Graphic Designer**
May 2014 - April 2016
Mango Factory
Project: www.mangofactory-mn.com
-Website design, development, and maintenance
-Graphic design including branding, menu, flyers, etc.
-Photography, videography, and photo & video editing