

# Ginger Chen

Experience Designer, Interaction Designer, Art Director.

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## EXPERIENCE

### **Admerasia, New York — UX / UI Designer**

November 2017 - Present

Create design concepts with limited content; Collaborate with other designers to create website design systems - layout, navigation, images, icons, multimedia and motion design; Analyze website user experience; Develop design solution for business objectives; Mentor interns; Lead internal design presentation; Work closely with developers during build process.

Accounts: State Farm, Citibank, Twin Marquis, MassMutual, First National Bank of Oklahoma, Shine, 3AF, ADM.

### **CitySpade, New York — Lead Designer**

July 2017 - November 2017

Lead the design and iteration of creating a unique brand identity through website design, social media assets design, event experience design, & more. The rebranding successfully distinguished CitySpade of being a creative lifestyle brand, and helped it receive fundings.

Responsibilities also include working closely with developers, collaborating with other departments, setting design directions and plans, leading external presentations, mentoring creatives.

### **Lincoln Center for the Performing Arts, New York — Digital Experience Design Intern**

June 2016 - August 2016

Designed microsites and conducted QA for the new ticket reservation system.

### **Architectural Antiques, Minneapolis — Graphic Designer - Ecommerce**

August 2015 - April 2016

Responsibilities include each stage of the design process from conception to production of photos, videos, social media posts, influencer collaboration, website design, and store design projects.

## EDUCATION

### **Columbia University — Instructional Technology and Media, MA**

May 2016 - August 2017

Researched and designed human computer interaction for learning.

**Courses:** Java, Javascript, HTML, CSS, XML, Android Development, Website Development, HCI, User Experience Research, Game Design, Creative Technologies, & more.

### **University of Minnesota, Twin Cities — Interdisciplinary: Design & Psychology, BA**

January 2013 - August 2015

Studied design theory and human perception of visual contents.

**Design Courses:** Typography, Color theory, Layout, Branding, Editorial, Tonality, User Experience Design, User Interface Design, Website Design, & more.

**Psychology Courses:** Statistics, Research/ Experiment Design, Physiological Psychology, Biological Psychology, Cognitive Psychology, Clinical Psychology, Social Psychology, Developmental Psychology, Occupational Therapy, & more.

## TOOLS

Sketch, After Effects, Illustrator, Photoshop, InDesign, Invision, Principle, Anima.