

Jane Chen

Visual / Digital Designer

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Experience

Digital Designer

2021 - 2026
5 years

GUESS Inc.

- Led a company-wide app redesign from concept to delivery, defining UI design and library, wireframes, information architecture, and cross-functional collaboration with UX and dev teams
- Designed websites, email campaigns, paid ad assets (Meta, Google, IG), site assets, digital campaigns, and seasonal lookbooks across multiple fashion brands
- Designed and launched internal web experiences (Careers, GUESS Foundation, GUESS Cares), translating brand values into accessible, user-friendly digital platforms
- Prototyped and iterated on web experiences in Figma and Sketch, ensuring designs were user-friendly and on-brand

Graphic Designer

2020 - 2021
1 year

J.ING

- Designed and delivered digital assets across email, web banners, paid ads (Meta, Instagram Stories/Reels), and short editorial video for a fast-scaling fashion e-commerce brand
- Supported eCommerce marketing strategy execution including SEO, SEM, and social media content, driving increased online engagement
- Produced moodboards and storyboards for editorial video campaigns, shaping creative direction from concept to shoot

Brand Design Intern

2019

Astro Studio

- Developed brand assets, collateral, and toolkits including decks and presentations, treatment designs, and audience-informed brand strategy for clients like SanDisk and Western Digital
- Assisted in refining brand guidelines and visual identity systems, working closely with the Art Director and Lead Designer through critique sessions
- Researched brand strategy, brand positioning, target audience, and create personas.

Graphic Design Intern

2017

PearlIt

- Worked closely with CEO on brand strategy and collaborated with the video production team and animators to build a series of motion graphics and Youtube videos

Education

California College of the Arts

2017 - 2020

Graphic Design, BA

Pratt Institute

2025

AI Design Certification

Software

Adobe Suite

Photoshop, After Effects, Illustrator, InDesign, Lightroom

Sketch / Figma

HTML & CSS

ChatGPT, Gemini, Claude

Midjourney, Runway

Skills

Art Direction UI/UX

Web Design Visual Identity

Photography Branding

Infographic Packaging

Video Editing Exhibition Design

Languages

English

Mandarin

