

Xi Chen

Graphic Design

Atlanta, Georgia
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Education

Savannah College of Art and Design SCAD

Atlanta, Georgia
Master of Fine Arts
Graphic Design and Visual Experience
2022

Sichuan Fine Arts Institute

Chongqing, China,
Master of Graphic Design, Honors
2008

Sichuan Fine Arts Institute

Chongqing, China
Bachelor of Graphic Design
2005

Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Figma
Adobe XD
Adobe Premiere

Languages

Mandarin Chinese
English

Experience

Dagger Agency

Atlanta, Georgia
Art Director
2022

- × Worked on the Alle team (Affiliation brand under Allergan)
- × Strategized and designed monthly posts on the social media team, and discussed each post's creative direction.
- × Organized and led creative team members during brainstorming meetings.
- × Incharged of the visualization of all social media post.
- × Managed internal reviews to improve the overall design.
- × Tracking and followed-up on each project's status until they are completed.
- × Responded to and designed all daily and last minute assignments.

DIDA Share Riding Company, Ltd.

Beijing, China
Senior UI Visual Designer
2015 – 2017

- × In the Product Department team, focusing on maintaining and updating the visual identity / branding system:
- × Worked on designing appropriate visual layouts and updated visual elements for the app, facilitating the new product's functionality.
- × Cooperated with the Marketing Department to design visual banner layouts that cater to all new event launches.
- × Creating new social media posts to enhance the regular connection with all the app users.
- × Managed and maintaining the product brand's visual identity

Kingo Advertising and Communication Company, Ltd.

Beijing, China
Senior Art Director
2011 – 2015,

- × Worked on the strategy, planning and marketing of high-end real estate projects.
- × Designed newspaper advertisements, brochures, and client identity and branding, and all promotional materials.

King Harvest Advertisement Company, Ltd.

Shanghai, China
Art Director
2010 – 2011,

- × Developed campaign strategy for popular brands, like Schwarzkopf, BSH, and Siemens.
- × Created event identities to enhance the client's name recognition and reputation.

3 KOU Branding Management Company, Ltd.

Shanghai, China
Senior Designer
2008 – 2010

- × Maintained two famous television channels in Shanghai: The Fashion and Children's Channel.
- × Designed and customized the main channel logos.
- × Designed individual identities for all the different shows.
- × Developed advertising and promotional materials to promote all the shows under the main channels.

Awards

IDA Design Awards
"Restore women to history"
Multimedia Honorable Mention
2021

IDA Design Awards
"End Human Trafficking" Print
Honorable Mention 2021

Google UX Design Professional
Certificate 2022

SCAD-Pro. 48 Hours Competition
Finalist 2019

SCAD Achievement
Graduate Scholarship 2018

AFFILIATION

The Professional Association
for Design (AIGA)
Atlanta, Georgia
Member
2019 – present