Yawen Chen

Graphic Designer   www.yawench.com

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Education

California College of the Arts

San Francisco, CA

May 2025 (Expected)

BFA/Graphic Design

Skills

Design

Graphic Design

Branding & Identity

Typography

Logo Design

UX/UI Design

Typeface Design

Publication

Photography

Software

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere

Adobe Lightroom

Adobe After Effects

Figma

CSS

HTML

JavaScript

Glyphs

Languages

English

Mandarin

Experience

Friends of the Urban Forest

Logo Design (January – March 2023) San Francisco, CA

• Established design specifications for Body Art Expo project and formed standardized design documents to ensure the unity of design language and user experience.
• Grasped the project positioning and visual style, formulated visual standard system, and independently completed the logo, poster and other creative design.

PlatinSky

Identity Design (August 2023) Beijing, China

• Developed brand logo design specifications to upgrade the brand image; accomplished the creative design of the company's packaging, according to the production needs of the company's publicity materials, and put it into the market to enhance customer awareness of the company's brand image.

Body Art Expo

Identity Design (September – December 2023) San Francisco, CA

• Understood the core values and target groups of Friends of the Urban Forest as a non-profit environmental organization. According to its characteristics and needs, carried out creative conception and finished the redesign of the logo which was in line with the organization's image.