

KATY CHEN

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 katydid_stuff

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EDUCATION

Bachelor of Arts | Dec 2018

Emerging Media and Communications

The University of Texas at Dallas
School of Arts, Technology,
and Emerging Communication

LANGUAGES

English - Native Proficiency

Mandarin-Chinese - Native Proficiency

Taiwanese - Native Proficiency

Spanish - Min. Professional Proficiency

SOFTWARE

Photoshop | Illustrator | InDesign

After Effects | Xd | Premiere Pro | Pro Tools

Microsoft Office | Google Slides | Power BI

HubSpot | Hootsuite | Mailchimp

HTML + CSS

Figma | Sketch | UX | UI | Research

AWARDS

Employee of the Year (WorldLink) - 2023

N.S.S.C. Caption Contest - 1st Place

UT Dallas Chinese Calligraphy - 1st Place

Western Fine Art Exhibition - 1st Place

D.A.R.E. Awareness Poster - 2nd Place

OVERVIEW

With over 7 years of multidimensional experience in the design industry and involvement with local design organizations, I strive to help clients achieve their goals and KPIs. Equipped with strong conceptualization, creative, and critical thinking skills, I am the solution-driven designer needed in the front-end user experience with the ability to communicate with the back-end developers to create the ultimate product or solution.

PRODUCT DESIGN & DEMONSTRATED LEADERSHIP

- Led a UI/UX team of 6 to conduct research, ideation, prototyping and user testing for WorldLink's website revamp project.
- Led a 4-person team to conduct extensive interviews and surveys to elucidate pitfalls in existing food packaging.
- Designed product packaging to improve consumer awareness on food edibility and safety.

PROFESSIONAL WORK EXPERIENCE

Marketing Specialist - WorldLink | Mar 2022 - Present

- Analyze and interpret market trends to create new marketing strategies.
- Create branding kits and strategies to improve brand presence that align with the Client's culture and identity.
- Manage social media platforms (LinkedIn, Instagram, Facebook, Twitter) via Hubspot.
- Developed strategic marketing campaigns that increased engagement rate by 17%.
- Designed front-end layout for WorldLink-Mexico's website; <https://worldlink.mx/>
- Maintain and update various WorldLink entities' websites through WordPress and HTML.
- Spearheaded outreach events at UT Dallas to promote WorldLink for campus recruitment.

Print Production Assistant - The Printery Co. | Sep 2020 - Mar 2021

- Performed letterpress, foil print, foil stamp, lamination on diverse textured materials.
- Knowledgeable on file preparation for printing including crop marks.

Graphic Designer - IntraPack Industries | Apr 2019 - Sep 2020

- Created brand guideline to refresh and unify product datasheets.
- Designed monthly company newsletter and workplace posters.
- Developed instruction guides for assemblies and email signatures.

Graphic Designer - Southlake Plastic Surgery Med Spa | Apr 2018 - Dec 2018

- Composed unique promotional digital content for social media and print material.

Graphic Designer - Center for BrainHealth | Jan 2018 - Mar 2018

- Designed guide books and company brochures for potential investors and clients.

COMMUNITY INVOLVEMENT

Dallas Society of Visual Communications | <https://dsvc.org>

Volunteer Coordinator of NSSC | 2022, 2023

Event Chair of Fall Classic | 2022, 2023

Board Member of Dallas Show | 2020, 2021

Volunteer Coordinator of Dallas Show | 2020, 2021, 2022, 2023

Board Member of Education Committee | 2019, 2020

Member | Mar 2019 - Present

AIGA DFW Chapter | <https://dallasftworth.aiga.org>

Member | Sep 2018 - Present

AIGA UT Dallas - Student Group for Design

Professional Liaison | Dec 2018 - Dec 2019

Co-Founder & Program Director | Apr 2018 - Dec 2018

BikeMS: National level fundraiser for Multiple Sclerosis Research

Ride Marshal - 100 mile route | 2022