

Lu Chen

Graphic Design
Illustration

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◇ EDUCATION:

California College of the Arts BFA, Major in Graphic Design
San Francisco 09.2013-07.2016

Foothill College, Major in Design
Los Altos Hills 2011 - 2012

○ EXPERIENCE:

Front cafe taste workshop

Graphic Design Intern, San Francisco
December 2014 - Present

Designed print collateral and iconography for the cafe to use in retail coffee sale gift
Package Design, posters, labels, signage, handbook and cards

The Archery / Mod HQ

Graphic Design, San Francisco
2015 - Present

Designed website icons, menu, simplified interior floor plan, presentation deck, packaging design, postcard and poster
Created illustration for their business identity

Mountain View Adult Education Center

Volunteer kindergarten teachers 2012
Participated in teaching painting.

Freelance

San Francisco, 2016 summer

Mende Design, participated in a small project logo design

Beijing, China, 2015

Femina, Men's Health and Cosmopolitan Magazine, participated in illustration character design and fashion illustration

Private Project, 2015

Illustration pattern for kids cloth

Tea packaging design

Christmas gift packaging design

✧ SKILLS & OTHERS

Technical

Photoshop, Illustrator, InDesign,
After Effects, Premiere, Dreamweaver, Keynote

Design

Branding Identity, Packaging Design, Publication, Book Design,
Typography, Icon Design, Photography

Other

Drawing, Letterpress, Print Making, Book Binding,
Laser Cut, Vinyl Cut

Languages

English, Mandarin

**reference available upon request.*