



Erin Caihui Chen  
Multi-disciplinary Designer

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## EDUCATION

**California Institute of the Arts**  
9.2019-6.2023

**Master of Fine Arts, Graphic Design**

**Beijing Foreign Studies University**  
9.2015-6.2019

**Bachelor of Arts, Law**

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## EXPERIENCE

**Self-employed**  
8.2023-11.2023

**Freelance Graphic Designer**

Worked with Creative Director to redesign the identity system for Carolina Core FC Soccer Club. Responsible for creating visual identity, posters, environmental signage, storyboard and motion graphics, social media graphics and merch design.

**California Institute of the Arts**  
Santa Clarita, CA  
2.2023-5.2023

**Digital Designer/Front-End Developer**

Designed and developed the CalArts Graphic Design 2023 Website from scratch with a small team. The website reached 600+ views within the first month of launch.

**Kinestry**  
El Segundo, CA  
5.2022-8.2022

**Graphic Design Intern**

Completed rebranding for tech platform ParkRoll.

1. Worked with Creative Director to establish a comprehensive identity system for a technology startup. Created brand guidelines, environmental signage, brochures, and digital products.
2. Coordinated with the Engineering Team to implement and launch a responsive web design.

Worked closely with Creative Director, Copywriter, Engineering and Marketing team for Renault and UGG.

3. Helped Renault drop its first ever NFT collection from 0 to 1. Responsible for strategy, art direction, graphic design, web design, motion graphics, and presentation deck design.

**Tencent**  
Shenzhen, China  
5.2021-8.2021

**Graphic Design Intern**

1. Created logotype, conducted market research and competitive analysis for a marketing campaign. Designed weekly presentation decks and presented to design leadership.

**Dentsu**  
Shanghai, China  
5.2020-8.2020

**Brand Design Intern**

Worked with Creative Director and the team for Geely, parent company of Volvo Cars.

1. Created design system and marketing materials including KV, packaging, social media graphics, and decks for 5 automotive brands.
2. Art-directed photo shooting for product launch from preparation through post-production.
3. Contributed to creative brainstorming and pitch deck design for various marketing campaigns.

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## SKILLS

**Software:** Adobe Creative Suite, Figma, Sketch, Blender, Keynote, Google Slides

**Code:** HTML/CSS, Javascript/jQuery, p5.js

**Design:** Interactive Design, Brand Design, Typography, Motion Graphics, User Research, Prototyping

**Language:** English(Fluent), Chinese(Native), Korean(Fluent)

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## AWARDS

**Lillian Disney Scholarship**  
California Institute of the Arts  
2019-2023

**Lorraine Wild Scholarship**  
California Institute of the Arts  
2021-2021