

JEFFREY CHAN

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EXPERIENCE



CLIENTS INCLUDE:

Google, The Knot and Wheeling Forward



SENIOR DESIGNER, REQ

New York, NY, May 2015 to present

- Led creation and production of creative collateral across a variety of mediums (social media, email, web, print) for eBay, PayPal, UAE, Amazon, UNICEF, StubHub, Waymo and more
- Collaborated with cross-functional teams to develop new brand identities; carefully choosing iconography, imagery and typography to best communicate ideas and stories effectively
- Delivered UX/UI designs and high quality visuals. Worked with development teams to identify implementation solutions, often under tight deadlines



SENIOR WEB DESIGNER, NEW YORK ROAD RUNNERS

New York, NY, March 2014 to May 2015

- Led brand strategy and development of the main website, marketing campaigns and social media initiatives for the world's premier community running organization
- Led development of the Team For Kids website—from concept to completion—resulting in \$5.5M+ raised in 2015 for NYC youth programs
- Designed, built and tested mobile-optimized marketing web templates



SENIOR WEB DESIGNER, MOKUNI

New York, NY, January 2013 to 2015

- Led brand strategy and UX/UI development for Mokuni.com
- Developed cross-platform compatibility (desktop/mobile web, iOS, Android) and designed all site content for game app highlighted in the iTunes store



WEB/UI DESIGNER, CCS/FOOT LOCKER INC.

New York, NY, November 2012 to November 2013

- Designed marketing campaign collateral (web graphics, banners, emails, landing pages and more) aligned with retail brand strategy
- Identified market visual trends to create user-friendly (and efficient) shopping experiences
- Developed company-wide Image Standards Guide and led training for freelance designers



PRODUCTION DESIGNER, CCS/FOOT LOCKER INC.

New York, NY, June 2010, Promoted in November 2012

References available upon request.

SKILLS

Awesome with Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, After Effects, XD), Sketch, InVision, Zeplin and Figma.



Proficient with Sketch, inVision Zeplin, Final Cut Pro, HTML, HTML5, CSS, JavaScript, jQuery, PHP, AJAX, Actionscript 3, Microsoft Office, WordPress, Joomla, Squarespace, Processing and MaxMSP

Fluent in English, Mandarin and Cantonese

EDUCATION

SCHOOL OF VISUAL ARTS

New York, NY
MFA in Computers Art/
Interactive Design.
Graduated May 2012/
GPA 3.9/4.0

NEW YORK CITY COLLEGE OF TECHNOLOGY

Brooklyn, New York
Bachelor Degree in
Communication Design.
Graduated January 09
Dean's List Spring 2005
to Fall 2008. Honors:
Magna Cum Laude