

CONNIE CHAN

VISUAL & EXPERIENTIAL DESIGNER

I'm a designer who bridges both the technical and creative worlds, with extensive knowledge of multimedia design and editing, UX/UI design and a solid foundation in web development with over 20 years experience.

conjawa@gmail.com

408-833-5372

Campbell, CA.

www.conniechandesigns.com

PROFESSIONAL EXPERIENCE

Senior Designer (2020-2024)

BrightSign LLC

Designer (2013-2020)

Los Gatos, CA

- Designed and developed interactive digital signage demos displayed at trade show booths, driving attendance and promoting new products; demos involved HTML and javascript coding, as well as dynamic graphic and motion design, and video editing
- Created, supported and maintained graphical assets for ad campaigns, social media, and marketing print materials (datasheets, brochures, white papers, technical documentation, banners and booth graphics)
- Created and maintained entire BrightSign graphical asset library; spearheaded the implementation of a Digital Asset Management system
- Designed and coded email templates for company-wide communications (e.g. announcements and corporate functions) and external blasts to all partners and customers (e.g. training registration, publicizing events, product launches, product updates)
- Trained and supported employees and partners on propriety company software both in office and off site at trade shows
- Primary support point for demo setup and troubleshooting at trade shows; also collaborated with the events manager for booth organization
- Web developer for corporate website responsible for UX/UI design, asset and page creation, and content management
- Mentored and guided interns through a graphic design career program; training in design and HTML/CSS
- Conceptualized, designed and coded a virtual trade show booth as a solution for showcasing partnerships during the COVID-19 pandemic
- Co-developed new sales solution for remote and in-person presentations using customized Powerpoint decks
- Co-strategized and implemented educational tools, tutorials and webinars
- Collaborated with team members to develop messaging and story for new product launches
- Synchronized with the support and engineering groups to trouble-shoot product issues when developing demos
- Logo design and creation

KEY SKILLS

- Photoshop
- Illustrator
- InDesign
- Premiere
- After Effects
- Acrobat Pro
- Adobe Media Encoder
- Dreamweaver
- Canva
- Figma
- HTML
- CSS
- Javascript
- PHP
- SEO & Analytics
- UX & UI Design
- CMS & LMS
- Print
- Video Editing

EDUCATION

PgD Illustration
Nottingham Trent University
Recipient of the
International Scholarship

BS Cognitive Science *UCLA*

DESIGN VERTICALS

Retail, restaurant and QSR,
education, museums,
automotive, consumer
electronics, travel/leisure/
hospitality, sports,
healthcare, immersive
experiences