

# CHEN WANG

Graphic Designer | Motion Designer | Illustrator

## CONTACT

PORTFOLIO

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## PROFESSIONAL EXPERIENCE

2019 — present

### Social Media Content Creator

- Conceptualized, produced, and uploaded high-quality videos on the Bilibili platform that educated and entertained audiences on various design topics such as graphic design, illustration, and animation
- Gained 74,000 followers and 3 million views by consistently creating engaging content that resonated with the audience and leveraged social media marketing strategies to promote the videos and virtual persona.

2022 — present

### Collaborative Designer

- Collaborated with Shanghai Mengge Cultural Media Co., Ltd. to develop innovative design ideas and provided design solutions that resulted in an improved user experience for Mengge's audience.
- Created visually compelling layouts, graphics, and animations for Mengge's videos to capture the attention of their target audience.

2018 — present

### Collaborative illustrator | TiMi Studio Group, Tencent Games, Beijing

- Developed various social media posters for the game "Glory of Kings", brought over 3 million views.
- Worked closely with other functional business teams to understand business needs, based on which to develop creative concept for graphic design.
- Participated in the design and development meeting, displayed the design and follow-up opinions;

## DESIGN FREELANCE

- Contributed as a collaborative designer to a special project commemorating the 25th anniversary of The Lion King show.
- Produced a series of visual designs such as LOGO, industrial badges, posters, and background cloth for the summer camp held by Beijing Municipal Education Commission.
- Designed the packaging for a hand cream for Beijing Rentai Technology Co., LTD.

## EDUCATION

**Bachelor | BFA Graphic Design**

School Of Visual Arts

Expected graduating May 2023

## SKILLS

Motion Graphic  
Branding  
Book Design  
Type Design  
Editorial Design  
package Design

## SOFTWARE

Adobe After Effects  
Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe Premiere  
Procreate  
Figma

## LANGUAGE

Mandrian  
English