

Christopher Kuang

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Experience

OverUnder

Graphic & Brand Designer / Co-op | June 2022 – Present

- Designed a comprehensive brand identity and toolkit for Experience Shelburne, including logo design, color palette, brand guidelines, motion graphics, merchandise, and promotional videos to drive tourism and external investment into community
- Created Figma wireframes used as basis of design for Experience Shelburne's current website, effectively communicating their new positioning statement, notable achievements, and ongoing community initiatives
- Crafted a scalable wayfinding and signage solution (10+ fabricated and installed signs) for Newport Mansions to improve visitor navigation by ensuring clear directions, visual accessibility, and cohesion with the organization's existing visual identity
- Built new responsive website for Pinkcomma Gallery — including landing page and archive for past shows using cargo.site, html, and css — to promote the gallery's reopening
- Produced a campus-wide wayfinding and signage standards for UMass Boston, applying existing branding to a new sign family that addresses major navigational challenges across campus

Man vs Prostate

Freelance Graphic Designer | June 2024 – Present

- Designed a full-length book, *Man vs Prostate: Preserving Bladder Health for BPH*, including layout, typography, and print-ready files using Adobe InDesign to raise awareness on men's bladder health
- Produced IBPSS template to coordinate multi-lingual translations with contributors, ensuring accuracy and accessibility across over 10+ languages

Mind to Motion

Freelance Graphic Designer | March 2023–Present

- Developed a complete brand identity system (logo design, brand guidelines, and motion graphics) for a climbing collective focused on coaching elite youth athletes
- Collaborated with Prana to design marketing and event collateral for the *Plastic Classic* climbing competition, supporting both digital and print applications

Education

Northeastern University, Bachelor of Science in Architectural Studies and Design

Information Design Concentration | Summa Cum Laude | September 2019 – May 2024

- Selected for CAMD's Experiencing Experiences Program at Milan Design Week 2024
- Design lead for SCOUT Studio (Student-led design studio)

Skills

Design & Prototyping: InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Figma, Blender, Rhino 3D, AutoCAD, Firefly

Programming & Creative Coding: Python, Processing, p5.js, HTML, CSS, RStudio

Design Capabilities: Experience Design, User Journey, Mapping, Stakeholder Charettes, Brand Identity, Accessibility, Visual Systems, Motion Graphics, Typography, Layout Design, Print Production