

NAOMI CHAN

Designer



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I'm a designer with over 8 years of experience creating engaging, intuitive digital experiences. My work spans web design, front-end dev, email campaigns, social content, and a bit of motion for extra flair.

EXPERIENCE

Year	Place of work, Title, Location	Description
2023 – Current	Seattle Art Museum DIGITAL DESIGNER Seattle, WA	<ul style="list-style-type: none">Led the conceptualization, design, and development support for the museum's website, emails, ads, and social media content.Manage website updates and design email campaigns to promote events, exhibitions, and programs.Since launch, bounce rate decreased by 9% and time per session increased by 25% (YoY, 2024).Conducted 80+ usability testing sessions before and after launch.Contributing to the ongoing development of SAM's evolving design system.
2019 – 2024	Ohmi Design OWNER, DIGITAL DESIGNER AND DEVELOPER (FREELANCE) Seattle, WA (Worked Remote)	<ul style="list-style-type: none">Specialized in creative development and website design for small to medium-sized businesses.Worked with notable clients, including Frenshe, Afterpay, Aunt Fannies, and Flagrant Magazine.Designed and developed websites across diverse industries, including graduation services, cannabis products, and videography agencies.
2021 – 2022	Afterpay (now Block) EMAIL AND WEB DESIGN CONTRACTOR San Francisco, CA (Worked Remote)	<ul style="list-style-type: none">Designed engaging email campaigns, increasing customer engagement and retention.Created visually compelling website designs, ensuring seamless user experiences and adherence to the design system.Developed email designs for Pulse Afterpay (Afterpay's rewards program), which underwent A/B testing and resulted in a +42% higher click rate and +13% higher open rate compared to control.Revamped multiple evergreen campaigns within their brand guidelines.
2017 – 2019	MONO, Creative Advertising Agency DIGITAL PRODUCTION DESIGNER Minneapolis, MN	<ul style="list-style-type: none">Entrusted with creating and finalizing impactful visual digital assets for renowned brands such as Walmart, Google, and Sherwin Williams at a leading advertising agency in Minnesota.

EDUCATION

Graduated 2017
BFA in Web and Multimedia Environment
Minneapolis College of Art and Design

SKILLS

Website Design	Photoshop	Email Design
Illustrator	Social Media Design	Indesign
(some) Animation	Affect Effects	Lottiefiles
MailChimp	Figma	Prospect2
Outlook/Gmail	Asana	