

KATHY (VY) CHUNG

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Brand Designer

(SKILLS)

Brand Identity, Art Direction, Creative Concept Development, Brand Guidelines, Publication Design, Print Design, Signage & Wayfinding Design, Packaging Design, UX/UI, Website Design, Production Design, Asset Management, Project Management

(TOOLS)

DESIGN/WEB: Adobe Creative Suite, Figma, Webflow, Readymag, Framer, Procreate
3D/ANIMATION: Adobe AE, Adobe Dimension, CADTools,
PRODUCTIVITY: Google Workspace, Microsoft Office, Slack, Asana, Notion

(EXPERIENCE)

New York, NY

NOV 2025–Present,
SEPT 2022–SEPT 2023

AMERICAN CIVIL LIBERTIES UNION (ACLU) / Freelance Designer

- Leading the visual system development for the “More Than A Game” campaign, evolving an initial concept into a scalable, evergreen identity that strengthened audience engagement and long-term campaign usability.
- Conceptualizing and executing internal brand campaigns for the American Civil Liberties Union, translating strategic objectives into cohesive visual systems across digital and print touchpoints.
- Applying and expanding ACLU’s rebrand across social media, web, and internal communications, delivering high-quality design solutions under rapid, high-volume turnaround timelines.

Portland, OR

AUG 2024–NOV 2025

THE OFFICIAL MANUFACTURING COMPANY (OMFGCO) / Designer

- Developed brand strategy, visual concepts, branded print & digital deliverables, signage & wayfinding ideations, guest journey experiences, and presented to Hospitality and F&B clients.
- Managed full 180-scope projects from early brand strategy to final production files and brand book delivery, helping launch seven brands across print, digital, and environmental touchpoints.
- Improved workflow efficiency by creating Figma→Illustrator integration standards and documenting production file processes for freelancers.

Philadelphia, PA

2021–2024, Seasonal

PHILADELPHIA ASIAN AMERICAN FILM FOUNDATION (PAAFF) / Festival Art Director & Lead Designer

- Directed the festival’s full visual identity across a six-month cycle, leading presentations, consolidating client feedback, and increasing social engagement by 212% since 2021.
- Managed a small design team and local vendors to deliver a comprehensive collateral package: social graphics, email banners, promotional swag, programs, booklets, awards, and laurels.
- Established a design community by mentoring local AAPI designers, assigning roles based on strengths, guiding their process, and helping them build real portfolio work.

Philadelphia, PA

APR 2024–JUL 2024

BROAD AGENCY / Contract Junior Designer

- Created initial visual directions and illustrations for Gravity Haus and Beyond the Bib, enabling the expansion of full brand systems across packaging and digital.
- Improved team efficiency by establishing file-naming conventions, introducing new tools/shortcuts, and creating template libraries for accelerated production.

Philadelphia, PA

JUL 2023–DEC 2023

J2 AGENCY/EXIT DESIGN / Design Apprentice

- Rebranded J2’s creative event space, Huddle—a major hub for the Philadelphia design community, as well as led visual directions for clients in Arts & Culture, Education, and Health.
- Served as a liaison between J2 and Exit Design, producing signage and wayfinding aligned to brand guidelines, and assisting with on-site visits.

(EDUCATION)

Philadelphia, PA

JUN 2022

DREXEL UNIVERSITY / Pennoni Honors College

B.S. in Graphic Design | Minor in UX/UI Design | Graduated Summa Cum Laude

(RECOGNITION)

Graphis New Talent Awards Honorable Mention (2024)

GDUSA American Package Design Awards (2023)

AIGA Philadelphia Locally Sourced Honorable Mention (2022)

Drexel University Graphic Design Alumni Best in Show (2022)

GDUSA Students-To-Watch Nominee (2022)

Arts + Business Council Awards Winner (2021)