

Melody Chen

melodychen.design

linkedin.com/in/melodychen880/

melodychen880@gmail.com

Work Experience

York University Research Assistant

SEP 2025 - PRESENT

- Categorizing various forms of data to develop immersive VR experiences in Unity.

Meat Studio Design Intern & Freelance Designer

APR 2025 - JUN 2025

- Conducted visual research and creating digital layouts to assist with branding and visual identity projects.

York University Graphic Design & Multimedia Assistant

SEP 2023 - APR 2024

- Developed various print, installation, email and social media campaigns for 100,000+ followers on social media while following brand guidelines.

Champions of Change Graphic Designer

AUG 2021 - SEP 2022

- Designed digital and print campaigns for the organization's social media with 1900+ followers on a weekly basis, including promotional materials in London Pride 2022.

Community Involvement

DESN 2026 GradEx Showcase Funding Team Lead

SEP 2025 - PRESENT

- Securing \$3000+ in funding through donation and fundraising campaigns, boosting the exhibition's budget by 30% in 2 months.

Design Student's Association Marketing Director

MAY 2025 - PRESENT

MAY 2023 - MAY 2025 • PRINT & PROMOTIONS ASSISTANT

- Managing 4 social media channels with 2000+ followers & 2500+ engagements, boosting page views by 550%.
- Designed and printed flexible identities for 20+ events.

RGD Student Committee Member

OCT 2024 - MAY 2025

- Attended weekly meetings and participated in events to boost student engagement within the organization.

Education

York University Honours Bachelor of Design

2022 - 2026 | 3.8 GPA

Recognition

Silver, Editorial & Book Design

2025 ADCC STUDENT AWARDS

Michael Plexman Award for Creative Innovation

YORK UNIVERSITY

Design Department Alumni Award

YORK UNIVERSITY

Diti Katona, John Pylypczak Award

YORK UNIVERSITY

1st Place, Senior Division

2025 DESNATHON

Editorial Design Award, Tie Winner

2024 RGD STUDENT AWARDS

2nd Place, Junior Division

2023 DESNATHON

Entrance Scholarship

YORK UNIVERSITY

Judith Anne Stenn Memorial Art Scholarship

MEDWAY HIGH SCHOOL

Skills

Brand Identity, Editorial, Social Media, Web Design, Typography, Motion Design, Print Production

Tools

Adobe CC, Figma, Webflow
Basic HTML, CSS, JS

Language

English & Mandarin

References available upon request.