

# Melody Chen

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## 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 profile with 60,000+ monthly views.
- 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

### **1st Place, Senior Division**

2026 DESNATHON

### **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

## Skills

Branding, Editorial, Typography, Motion Design, UX/UI Design, Prototyping, Web Design, Social Media Management, Copywriting

## Tools

Adobe Creative Suite, Figma, Webflow, Basic HTML, CSS, JS

## Language

English & Mandarin