

Luohan Chen

Digital Media Designer

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[Portfolio](#)

PROFESSIONAL SUMMARY

Digital Media professional specialising in web design, digital marketing, and photo/videography and editing. Experienced in building and shipping client-facing websites end to end, from visual design and front-end development in Webflow to SEO, structured data, and custom JavaScript. Combines a strong eye for visual detail with technical fluency across HTML, CSS, JS, and AI-assisted workflows to deliver polished, performance-focused work at pace. Adept at managing multiple client accounts simultaneously, translating brand strategy into consistent digital output across web, video, and social. Driven by craft, curiosity, and a commitment to producing work that performs as well as it looks.

EDUCATION

RMIT UNIVERSITY

FEB 2023 – DEC 2025

Bachelor of Design (Digital Media)

REPUBLIC POLYTECHNIC

APR 2017 – JAN 2020

Diploma in Interactive and Digital Media

- Inducted into the Director's roll of honour (2019)

EXPERIENCE

WEB DESIGN / DEVELOPER

OCT 2025 – JUL 2026

Always Beta / Melbourne

- Designed and developed responsive websites in Webflow for a portfolio of independent veterinary clinics across Australia, translating each client's brand strategy into polished digital experiences.
- Built custom front-end functionality using HTML, CSS, and JavaScript, including GSAP-powered scroll animations, interactive components, custom form logic, and mobile navigation systems.
- Implemented technical SEO across client sites, including structured data, meta optimisation, and information architecture to strengthen local search visibility.
- Managed multiple client accounts simultaneously, delivering web design, blog content, and SEO work to tight production timelines.
- Leveraged AI tools to streamline the design and development workflow, from generating and debugging code to producing structured data, content drafts, and technical documentation at scale.
- Collaborated with clients and the internal team to maintain consistent brand voice, visual identity, and user experience across every deliverable.

MARKETING / COMMUNICATIONS INTERN

JUN 2025 – SEP 2025

Badminton Victoria / Melbourne

- Supported the execution of Badminton Victoria's brand and growth strategy across multiple media channels.
- Created consistent digital content—including graphics, reels, and motion assets—aligned with brand guidelines and voice.
- Communicated with sponsors and partner brands to promote their offerings within Badminton Victoria's digital ecosystem.
- Produced short-form video and social media content that collectively achieved over **50,000+ views** across Instagram, Facebook, and YouTube.

- Maintained and updated the Badminton Victoria website with new content, news items, and events using CMS tools.
- Planned, filmed, and edited promotional videos and highlight reels for state tournaments, player campaigns, and community events.

SOCIAL MEDIA HEAD

AUG 2023 – ONGOING

RMIT Badminton Club / Melbourne

- Led the social media strategy and content creation for RMIT Badminton Club, overseeing the growth and engagement of the club's Instagram and Facebook accounts.
- Briefed and directed a team of social media members, delegating current and future tasks to ensure smooth execution and adherence to deadlines.
- Produced high-quality content, including posts, reels, and graphics, tailored to the club's audience to drive interest and engagement, with several Instagram reels achieving viral status (5000+ views).
- Successfully grew the club's social media following from 200 to 1000 followers and increased membership from 100 to 500+ by leveraging content that resonated with students and the wider community.
- Collaborated with the club's leadership team to align social media campaigns with broader organizational goals, contributing to the club's overall growth and success.
- Communicated directly with prospective members and the public through the club's social media channels, answering inquiries, providing information about membership, and fostering a positive, welcoming online environment.

BRAND STRATEGIST / SOCIAL MEDIA SPECIALIST

JULY 2022 – JAN 2023

Prestige Dynamic / Singapore

- Developed and executed engaging social media content strategies to drive brand awareness, engagement, and community growth across multiple platforms (Instagram, Facebook, TikTok).
- Assisted in planning and managing the company's social media calendar, ensuring timely content delivery and alignment with marketing campaigns.
- Created and edited high-quality visual content, including photos, videos, and graphics, to promote products/services while maintaining brand consistency and voice.
- Collaborated with the marketing team to craft compelling social media advertisements and targeted promotional content, driving user engagement.

DIGITAL CONTENT CREATOR

JUNE 2019 – JAN 2020

LDR Pte Ltd / Singapore

- Worked as a 2D/3D Content Creator within a collaborative design and development team at LDR Pte Ltd.
- Created graphic designs, motion graphics, and 3D assets for e-learning packages and the LDR's AR powered travel app, Locomole.
- Collaborated with a government client, translating complex requirements into engaging and accessible visual content.

VOLUNTEERING EXPERIENCE

RMIT UNIVERSITY SCHOOL OF DESIGN GRADUATION SHOW

NOV 2024

- Assisted in ushering visitors to various locations within RMIT during the Graduation Show, ensuring smooth navigation and timely arrival at designated exhibits and events.
- Provided exceptional customer service by answering inquiries from guests about the event, exhibits, and the RMIT School of Design programs.

RMIT UNIVERSITY OPEN DAY

AUG 2023, AUG 2024

- Assisted in welcoming and ushering visitors to RMIT's School of Design during Open Day events, ensuring smooth guest flow at the designated locations.

- Provided detailed information about the *Bachelor of Design (Digital Media)* program, including course structure, subjects, career pathways, and opportunities, to prospective students and their parents.
 - Collaborated with fellow volunteers and RMIT staff to ensure seamless event coordination and high-quality service delivery.
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SKILLS AND QUALIFICATIONS

- **Adobe Creative Cloud:** Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom, InDesign
- **Programming languages:** Python, C#, HTML, CSS, Javascript
- **Photo and Video content creation:** Photography, Filming, videography, Camera operation
- **3D Design:** Modelling, texturing and animating for products, environments and games.
- **Driving License:** Victorian Driving License (Full)

PERSONAL COMPETENCIES

- Friendly and enthusiastic, ready to take on any challenge confidently.
- Open minded and always eager to learn.
- Efficient, organised and calm in rushed and stressful environments.
- Detail oriented personality ensures that work produced is of a high quality.
- Good team player who is always open to collaboration.
- Always seeking a creative solution to any task and challenge.

REFERENCES:

DR LIAM GIBBONS - LECTURER, DIGITAL DESIGN - RMIT UNIVERSITY:

- liam.gibbons@rmit.edu.au

DR SHAUN WILSON - SENIOR LECTURER, DIGITAL DESIGN - RMIT UNIVERSITY:

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MR CLINT PROCTOR - CEO - BADMINTON VICTORIA:

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MR JAI SANDHU - FOUNDER - ALWAYS BETA:

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