Luohan Chen

Multimedia Designer

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PROFESSIONAL SUMMARY

Multimedia designer and production artist with a background spanning graphic design, digital design and photo/video production. Experienced in interpreting client briefs and turning them into polished, production-ready visual assets across digital and multimedia formats. Confident across the full Adobe Creative Suite, with particular strength in Photoshop and Illustrator, and a proven eye for detail, accuracy and consistency. Comfortable managing projects end to end, from concept and creative direction through to final output and delivery, both independently and as part of a team.

> *"Luohan puts that little bit extra into everything he does that my clients really appreciate."* — Jai Sandhu, Founder, Always Beta / For Vets

EDUCATION

RMIT University Feb 2023 – Dec 2025
Bachelor of Design (Digital Media), with Distinction · GPA 3.6

Republic Polytechnic Apr 2017 – Jan 2020
Diploma in Interactive and Digital Media

- Inducted into the Director's Roll of Honour (2019)

EXPERIENCE

Multimedia Designer / Content Producer Oct 2025 – Jul 2026
Always Beta / For Vets — Melbourne

- Interpreted client briefs and translated brand strategy into polished design concepts and production-ready visual assets across web, social and marketing channels.
- Planned and executed on-location photo and video shoots for clients across Australia, directing pre-production, shot lists, scheduling and on-site coordination to capture key services, facilities and team.
- Edited, cut and colour graded footage and stills into finished assets, running the full production pipeline solo from shoot through to final export on tight turnarounds.
- Designed and built responsive websites in Webflow, making considered decisions around layout, typography, colour, imagery and motion (GSAP animation) to meet each brief.
- Managed multiple client accounts to strict production timelines while maintaining well-organised project files and creative assets for consistent delivery and easy future access.

Marketing / Communications Intern Jun 2025 – Sep 2025
Badminton Victoria — Melbourne

- Created digital content including graphics, reels and motion assets aligned to brand guidelines and voice.
- Planned, filmed and edited promotional videos and highlight reels for state tournaments, player campaigns and community events.
- Produced short-form video and social content that collectively achieved 100,000+ views across Instagram, Facebook and YouTube.
- Maintained and updated the organisation's website with new content, news items and events using CMS tools.

Social Media Lead Aug 2023 – Present
RMIT Badminton Club — Melbourne

- Produced graphics, posts, reels and graphics tailored to the club's audience, with several Instagram reels reaching viral status (4M+ total views).
- Grew the club's social following from 200 to 1,500 and membership from 100 to 500+ through content that resonated with students and the wider community.
- Briefed and directed a small social media team, delegating tasks and managing deadlines.

Brand Strategist / Social Media Specialist Jul 2022 – Jan 2023
Prestige Dynamic — Singapore

- Created and edited photos, videos and graphics to promote products and services while maintaining brand consistency and voice.
- Developed and executed content strategies across Instagram, Facebook and TikTok, and helped plan and manage the social media calendar for timely, campaign-aligned delivery.

Digital Content Creator Jun 2019 – Jan 2020

LDR Pte Ltd — Singapore

- Created graphic designs, motion graphics and 2D/3D assets for e-learning packages and an AR-powered travel app (Locomole).
- Collaborated with a government client, translating complex requirements into clear, accessible visual content.

SKILLS & TOOLS

- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom
- **Design & Production:** Layout, typography, colour, composition, motion graphics, production-ready artwork, brand consistency, file management
- **Photo & Video:** Photography, videography, camera operation, editing, colour grading
- **Web & Technical:** Webflow, HTML, CSS, JavaScript, GSAP; technical SEO and structured data
- **3D:** Modelling, texturing and animation for products, environments and games
- **Other:** Full Victorian Driver's Licence · Fluent in English, Mandarin and Cantonese

REFERENCES

Mr Jai Sandhu — Founder, Always Beta / For Vets hello@alwaysbeta.au
Mr Clint Proctor — CEO, Badminton Victoria clint.proctor@badmintonvic.com.au
Dr Liam Gibbons — Lecturer, Digital Design, RMIT University liam.gibbons@rmit.edu.au
Dr Shaun Wilson — Senior Lecturer, Digital Design, RMIT University shaun.wilson@rmit.edu.au