

# DEVIN CHAN

## BRAND & PACKAGING DESIGNER

San Francisco Bay Area | 510-388-6286 | info@devinchan.com | devinchan.com | linkedin.com/in/devinchan

### SUMMARY

Brand designer with 9+ years creating strategic visual systems for medical CPG brands. Led four major rebrands plus one brand refresh by developing modular design systems supporting 400+ SKUs across international markets. Proven expertise in packaging design and production (dielines, mechanical files, international vendor coordination), multi-channel campaign development, and translating business objectives into compelling visual identities with measurable impact.

**SKILLS:** Art Direction / Brand Identity & Guidelines / Design Systems / Visual Storytelling / Packaging Design / Mechanical Files & Production / Prepress & QA / Event & Trade Show Graphics / Print & Digital Design / Asset Library & Version Control / Project Management / Vendor Coordination / Cross-functional Collaboration

**TOOLS:** Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Acrobat) / Figma (Prototyping, Components) / Webflow / HTML / CSS / AI Tools (Claude, Gemini Nano Banana, Firefly) / Google Workspace / PowerPoint

### EXPERIENCE

#### **Lead Brand Designer** 2023 - Present | Pro2 Solution | Pinole, CA

Led second comprehensive rebrand of 400+ SKU portfolio (Cranberry 2.0, BeeSure 2.0), coordinating production with international vendors to ensure consistent execution across 70+ countries.

Contributed to 19.5% year-over-year unit growth and 16.3% year-over-year revenue growth across product lines totaling 90M+ units sold annually by delivering integrated visual campaigns and launch assets.

Drove brand portfolio to #1 market position with 30% combined share, maintaining dental category leadership for 5 consecutive years through strategic visual refreshes and campaign development.

Led experiential graphics for 10+ international trade shows including IDS Germany (world's largest dental exhibition), driving a 35% increase in attendee engagement.

Coordinated cross-functional projects with marketing, leadership, and international vendors, aligning timelines, material specifications, and quality control to reduce rework and keep production on track.

Partnered directly with the VP and marketing leadership to translate business objectives into visual strategy aligned with market positioning goals.

Mentored a junior teammate on design standards, brand guidelines, and production workflows to improve consistency, speed, and handoffs, and reduce revisions.

#### **Brand & Packaging Designer** 2016 - 2023 | Pro2 Solution | Pinole, CA

Led two major rebrands (Cranberry 1.0, BeeSure 1.0) plus an additional brand refresh (ASAP), developing cohesive visual systems across packaging, digital, and marketing channels.

Managed packaging design and production for 400+ SKUs, coordinating with international vendors on dielines, mechanical files, specs, and proof cycles.

Built brand guidelines and design systems enabling consistent execution across touchpoints and faster production through standardized assets.

Designed and produced digital and print campaign assets including ads, social content, email visuals, sales collateral, and presentation decks to support product launches and promotions.

#### **Graphic Designer** 2013 - 2016 | Pro2 Solution | Pinole, CA

Supported marketing team with production design, promotional layouts, and trade show materials.

Created visual assets for events, product collateral, and marketing campaigns across print and digital formats.

Prepared production files for vendor release and maintained organized version control for clean handoffs.

### EDUCATION

**Applied Graphic Design AA** | Laney College

**UI/UX Design Specialization Certificate** | California Institute of the Arts

**Brand Management: Aligning Business, Brand and Behaviour Certificate** | University of London