

DEVIN CHAN

BRAND DESIGNER | VISUAL & PACKAGING SPECIALIST

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PROFESSIONAL SUMMARY

Designer with extensive experience developing cohesive brand systems, packaging, and campaign design for medical CPG. I create design solutions that strengthen brand identity, improve market positioning, and support consistent annual sales growth through clear, strategic, and visually engaging communication. With a hands-on and systems-driven approach, I align creative execution with business goals, helping brands tell stronger stories, build recognition, and deliver visuals that attract and retain customers across print, digital, and experiential platforms.

SKILLS: Branding Strategy and Identity / Visual Systems / Visual Storytelling / Typography / Packaging Design / Campaign Design / Marketing Design / Layout and Composition / Digital Design and Responsive Layouts / Color Development / Creative and Art Direction / Project Oversight / Asset Library Management / Workflow Optimization / Vendor Coordination / Cross-Functional Collaboration

SOFTWARE & AI TOOLS: Adobe Creative Cloud (CC: Illustrator, InDesign, Photoshop) / Canva / Figma (Prototyping, Design Systems, Wireframes) / HTML / CSS / Webflow / ChatGPT / DALL·E / Firefly

KEY ACHIEVEMENTS

- **Multi-Channel Marketing Systems:** Built modular templates and brand assets for cross-platform use, improving efficiency and engagement by 40%.
- **Cranberry Rebrands (1.0 & 2.0) and BeeSure Refresh:** Directed full-scale rebrands across packaging, digital, and messaging systems, resulting in increased market recognition and brand cohesion.
- **Tradeshow & Event Branding:** Developed booth visuals and product displays for 10+ international events, elevating booth traffic and visual consistency.

WORK EXPERIENCE

— Brand & Visual Designer July 2016 - Present | Pro2 Solution • Pinole, CA

- Led three brand refreshes (Cranberry 1.0, 2.0, BeeSure) covering logo, packaging, and campaign systems that supported consistent YoY sales growth.
- Directed creative execution across 100+ SKUs and marketing assets for product launches, ensuring color accuracy, consistency, and compliance across all channels.
- Partnered with marketing and leadership teams to define brand strategy, campaign direction, and content guidelines across digital, social, and trade events. Delivered over 100 branded assets that improved campaign engagement by 40%, including product ads, landing pages, and print collateral.
- Produced trade show branding, booth visuals, and event graphics for 10+ exhibitions, contributing to a 35% boost in attendee engagement.
- Managed vendor communication and production workflows, reducing reprints and ensuring timely project delivery for global product launches.
- Oversaw web and social design updates that enhanced visibility and drove a 25% increase in engagement.

— Graphic Designer (incl. Internship) April 2013 - June 2016 | Pro2 Solution • Pinole, CA

- Supported the marketing team with production design tasks, promotional layouts, and early-stage creative development across print and digital, creating visual assets for trade shows, product collateral, and marketing campaigns that laid the groundwork for future brand refreshes.

EDUCATION

Applied Graphic Design AA — Laney College

UI/UX Design Specialization Certificate — California Institute of the Arts

Digital Marketing & E-commerce, UX Design Certificate — Google

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