

DEVIN CHAN

BRAND DESIGNER | VISUAL & PACKAGING SPECIALIST

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PROFESSIONAL SUMMARY

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

SKILLS: Art Direction / Branding & Identity / Guidelines / Design Systems / Concepting / Visual Storytelling / Typography, Layout & Composition / Packaging Design / Mechanical Files & Production / Prepress & QA / Retail & Event Signage / Print & Digital Design / Mockups & Prototypes / Asset Library & Version Control / End-to-End Workflow / Printer & 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

KEY PROJECTS

BeeSure 2.0 Refresh (2023) – Complete visual identity system for a sustainable healthcare brand across 160+ SKUs

Cranberry 2.0 Rebrand (2025) – Developed modular brand architecture supporting 220+ SKUs across key markets

IDS Germany Exhibition (2024) – Designed experiential trade show graphics that drove a 35% increase in attendee engagement at the world's largest dental exhibition

PROFESSIONAL EXPERIENCE

Brand & Visual Designer (promoted 2016) | 2013 - Present | Pro2 Solution • Pinole, CA

Brand Development & Market Performance

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

Drove 19.5% year-over-year unit growth and 16.3% growth across product lines totaling 90M+ units sold annually through integrated brand campaigns, visual storytelling, and consistent execution across channels.

Developed 4 major brand refreshes and built comprehensive brand guidelines and modular design systems supporting 400+ SKUs across international markets, enabling consistent execution across packaging, digital, and event touchpoints while preserving flexibility for local market adaptation.

Campaign Design & Creative Execution

Created integrated campaigns for product launches across packaging, digital, social, email, print, and event channels, developing unified visual narratives that increased engagement by 40%

Designed brand-driven web pages using Webflow, HTML, CSS with strategic UX decisions, plus social content systems in Figma ensuring visual consistency across all digital touchpoints

Partnered with VP and marketing leadership to translate business objectives into compelling visual concepts, aligning creative direction with market positioning goals.

Event Design & Production Management

Designed experiential graphics for 10+ international trade shows including IDS Germany (world's largest dental exhibition), delivering large-scale booth graphics and on-site collateral that maintained brand consistency while adapting to international markets, resulting in a 35% increase in attendee engagement.

Coordinated with international vendors on production timelines, material specifications, and quality control to prevent delays and reduce production issues.

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