

DEVIN CHAN

SENIOR BRAND DESIGNER | VISUAL & UI/UX SPECIALIST

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PROFESSIONAL SUMMARY

With over a decade of experience in brand and digital design, I have led three full scale rebrand projects that drove year over year sales growth. I specialize in branding, UI UX, packaging, advertising, and marketing design, always aligning creative execution with business goals to create lasting impact. I embrace emerging tools such as AI to push creative exploration and deliver scalable, high performing marketing systems.

SKILLS: Branding & Identity / Design Systems / Typography / Layout & Composition / Visual Storytelling / Mood Boards / Packaging / Large Format / Marketing / UI/UX Design (Wireframes, Responsive Design) / Creative Direction / Project Management / Workflow Optimization / Printer & Factories Coordination / Cross-Functional Collaboration

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

KEY ACHIEVEMENTS

- **Directed three full-scale rebrands (Cranberry 1.0, Cranberry 2.0, BeeSure)**, strengthening market presence and driving consistent YoY sales growth.
- **Built scalable multi-channel marketing systems** that lifted campaign engagement by 40% and streamlined production across digital, print, and events.

WORK EXPERIENCE

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

- Partnered with executives and cross-functional teams to shape creative strategies across 100+ projects annually, ensuring 100% on-time delivery and brand consistency.
- Developed and executed branding systems across packaging, print, digital, and UI/UX, increasing campaign engagement by 40% and web visibility by 25%.
- Designed and produced high-impact presentations, proposals, and storytelling decks that influenced business growth and client acquisition.
- Coordinated with overseas teams, printers, and factories to align marketing deliverables, streamline production workflows, and ensure packaging and labeling compliance with FDA regulatory and QA standards.
- Created scalable design templates and guidelines, streamlining production for global vendors and improving efficiency across teams.
- Designed and produced trade show booths, promo kits, and digital displays for 10+ industry events, driving 35% higher 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

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

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