

DEVIN CHAN

BRAND & PACKAGING DESIGNER

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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, 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 brand rebrands (Cranberry 1.0, BeeSure 1.0) 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 all touchpoints.

Developed integrated campaigns across packaging, digital, print, and event channels.

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.

Prepared production files for vendor release and collaborated on early-stage brand development.

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