



To whom it may concern,

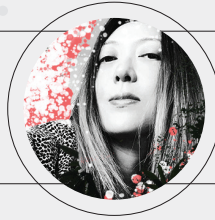
As an experienced Graphic Designer, I am seeking opportunities to support business growth and development by combining my conceptualization and visualization skills, with my years of expertise in creative design and branding.

Throughout my career I have developed and demonstrated my communication and problem-solving skills. I have been relied on to understand the needs of business-minded clients who bring specific requirements to each job, deliver creative, appealing visual branding and messaging products. I have also passed these skills onto other team members through effective mentoring and leadership.

I am now in the process of exploring new opportunities to leverage my expertise and experience. As such, I would be delighted to meet with you to discuss working with your organization. I appreciate your time and consideration and I look forward to speaking with you soon.

Sincerely,

Jen Chou



Graphic Designer

Versatile, creative professional possessing a valuable combination of creative design skills and practical business experience in both in-house marketing departments and agencies. Significant background in developing advertising campaign ideas all the way through to postproduction. Recognized ability to listen, interpret, and meet client needs – translating ideas and requests into original, effective visual products. Proven track record of using visual aptitude and leveraging a strategic fusion of traditional and digital creative tools to raise brand and mission awareness. Reputation for approaching tasks with creativity, collaboration, integrity, and drive to inspire cooperation and exceed expectations.

Key talents

Stakeholder Consultation & Negotiation

Customer Service Excellence & Satisfaction

Digital & Multimedia Platforms

Creative Design & Branding

Leadership, Coaching &, Mentoring

Conceptualization & Visualization

Professional experience

nejen design | Worldwide

Owner/Senior graphic designer, Freelance

1997 – now

Provide a full spectrum of graphic design services to professionals and companies including brand consulting, product development, web design, pitch and campaign development. Key clients include: Junior members' society of National gallery of Canada and Bell Canada.

World Vision Canada | Mississauga, ON

Team lead, Senior Designer

2013 – 2020

- Acted as brand champion and provided creative guidance and direction for all creative services. Ensured designed materials aligned to World Vision Canada brand standards and go to market themes.
- Met internal customer needs of diverse projects by collaborating with key staff to establish efficient, relevant communication, project times and production schedules.
- Successfully managed workflow for a team of designers by delegating assignments based on competencies, identifying priorities, and providing timely access to information.
- Managed design and developed World Vision Canada campaigns and social media style guide to guide internal and external vendors in regard to visuals for the entire microsite and social assists.
- Raised the bar for developing innovative layouts and visual designs by integrating company standards with creative elements on a variety of high-profile projects including "Heroes for Children" Display Wall and "Wall Mural for Founder Bob Pierce meeting room".
- Increased employee engagement by creating a storyboard/illustration and partnering with video editor on the development of a training video to enhance learning of World Vision's mandate, vision, and services.

Xerox Canada | Mississauga, ON

Senior graphic designer

2001 – 2013

- Provided consultation to customers for strategic input, concept development and project materials cost and timeline.
- Designed marketing materials with high visual impact across multiple media formats and complexity to communicate messages, generate awareness, response, and revenue.

- Adhered to strict content parameters / branding standards while working alongside business units to create presentations and marketing materials, and crafting designs for management presentations.
- Effectively balanced practicality with creativity when recognized for original and accurate interpretation of data by analyzing, assessing, and developing graphic solutions.
- Recognized ability to gain results by leveraging diligence and conscientiousness with strong creative, customer service and leadership skills to deliver exemplary innovative solutions.

Fisher Scientific | Ottawa, ON

Graphic designer
2000

Anikk communications group | Mississauga, ON

Graphic designer
1998-1999

Awards & accomplishments

- Contributed to the deck of cards for "The Across Canada photo project" (Sent cards to members of the Canadian Forces deployed overseas).
- First place Winner 2003, Annual Xerox creative print award.
- First place Winner 2004 Annual Xerox creative print award, Promotional.
- Third place Winner, 2005 Premiere Eagles' Club design award.

Education

- Graphic Design Diploma, Algonquin College of Applied Arts and Technology, Ottawa. ON
- Fine Arts and Manual Crafts Diploma, Chang Jung College, Taiwan

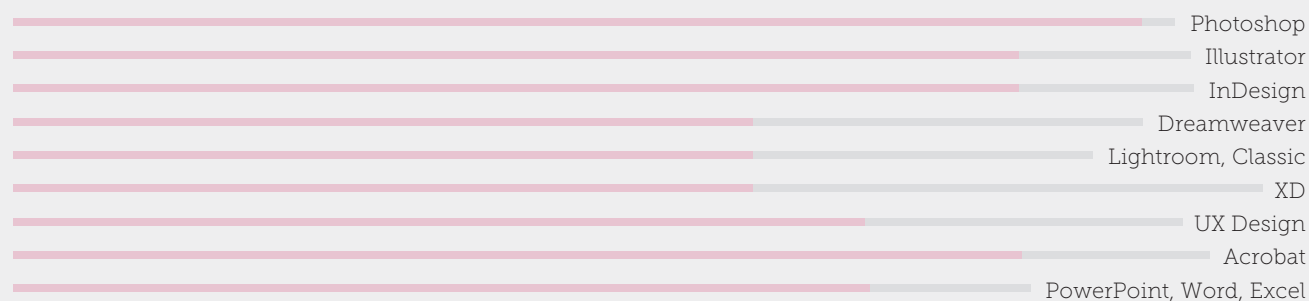
Professional development

- Professional Development Program, GTA Photography Classes
- Design Thinkers Toronto Annual Graphic Design Conference | 2015-2017
- Dreamweaver Website Development, Harper Burnham & Associates

Affiliations & associations

- Member, Association of Registered Graphic Designers, Toronto, ON | 2016-2017
- Photographer, World Vision mission trip to El Salvador and Honduras | 2018
- Event Photographer, "Power of her" World Vision event photographer. Toronto, ON | 2018

Technical skills



Languages

English/Mandarin

References

Available upon request.

