

miri chan

design director

email

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phone

415.465.0196

objective

Seeking a challenging opportunity to demonstrate my leadership and strategic expertise in a creative and insightful environment.

skills

Adobe Illustrator, Photoshop, InDesign, After Effects, HTML/CSS, Lightroom, Studio lighting

languages

English (fluent)
Cantonese (native)

interests

Traveling, baking & trying new recipes, gallery-hopping, biking, and rock-climbing.

favorite artists/creators

Yayoi Kusama, Olafur Eliasson, Ai Wei Wei, Tokujin Yoshioka, Mark Rothko, Andy Warhol, Donald Judd, Alexandr Calder, Henri Cartier-Bresson, Annie Liebovitz, Norman Foster, etc...

work

Nov 16 - Present

Branding & Visual Design Director, Enlisted, Oakland Senior Designer from Jan 15 - Nov 16

- Lead development of the creative vision and brand strategy on 3-6 active projects; clients including Green Valley Creamery, Linksys, Freeman, Xiaomi, Jabra, Perdue, and various startups)
- Drive the discussion of client-facing presentations, and establish the key strategic opportunity areas and design objectives
- Design and provide strategic solutions to the clients and actively advocate for the most compelling and innovative results
- Validate execution and guide decision-making process through consumer research and competitive audits
- Provide constructive critique to the design team to identify and refine the most compelling and concept-driven solutions
- Implement internal creative process for the Visual Design team
- Collaborate with and art direct the Industrial Design team and external resources on cross-disciplinary projects
- Set goals and monitor performances for all direct reports

Nov 13 - Jan 15

Senior Designer, Anthem Worldwide, San Francisco Designer from Jun 12 - Nov 13

- Collaborated with creative directors and brand strategists to develop design concepts
- Created corporate brand identity system, packaging, and web/mobile design for clients (Safeway, Hormel, Lowe's Bay Area non-profits and startups)
- Art directed illustrators/photographers and fellow designers

Oct 10 - Jun 12

Designer, Landor Associates, San Francisco

- Collaborated with creative directors and brand strategists to developed design concepts
- Created corporate brand identity system and packaging designed for various clients (Microsoft, E.J. Exploratorium, Nescafé, Pernod Ricard)
- Participated in design critiques and assist in presentations

Aug 10 - Oct 10

Graphic Designer, Bee Communications Limited, Hong Kong

- Developed conceptual ideas to output marketing collateral for local real estate and retail clients
- Designed advertisements, annual reports, catalogs, and web marketing assets
- Assisted the senior design team to explore options

Oct 09 - Apr 11

Contract Graphic Designer, Cinequest Film Festival, San José

Jun 09 - Aug 09

Graphic Design Intern, Ubisoft Entertainment, San Francisco

academic

San José State University, San José, CA, 2010
BFA Graphic Design, BA Photography