

WEI CHEN

Graphic Designer

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Based in Manchester

Summary

Graphic Designer with a multidisciplinary background in branding, marketing assets, and campaign design across digital and print for 50+ international brands, with experience in e-commerce, retail marketing, and consumer lifestyle brand. Skilled in translating complex information into clear, engaging visual communication. Detail-oriented with a strong aesthetic eye, problem-solving skills, and a collaborative approach. My background in digital marketing, video production, and 3D animation brings a broader perspective to visual storytelling.

Experience

English Teaching Assistant / American Eagle Institute

Sep 2023 – Dec 2023 / Taiwan

- Short-term role prior to MA studies
- Supported cross-cultural communication and content preparation

Brand Designer / Tan-Ge International Trading Company Limited

Oct 2022 – Mar 2023 / Taiwan

- Led visual direction for e-commerce campaigns of lifestyle brand, including homepage banners and seasonal launches
- Increased private-label product visibility from 15% to 20% through campaign and homepage optimisation
- Designed branding, packaging, POS materials, and campaign visuals for in-house products, preparing artwork for print and digital production, contributing to approximately 15% of company revenue.
- Managed a small visual team (1 photographer, 2 designers) to deliver campaign assets across design, social media, and video content
- Designed multi-channel marketing assets across social, web, email, LINE, and Shopee
- Contributed to 15× social media engagement growth through visually driven content

Capabilities

Design:

Brand Identity
Typography & Layout
Digital & Social Design
Print Design
Visual Storytelling
Brand Consistency
Campaign Visuals

Strategy:

Brand Positioning
Visual Direction
Campaign Planning
Content Strategy
Print Production
Marketing Campaign Support

Tools:

InDesign
Photoshop
Illustrator
Premiere Pro
After Effects (Basic)

Education

Nottingham Trent University

England
MA Animation
2024 – 2025

Tamkang University

Taiwan
BA / Mass Communication
2008 – 2012

Design & Digital Marketing Specialist / Hong Kong Brandwerk Limited Taiwan Branch

Jan 2021 – Jun 2022 / Taiwan

- Designed campaign and marketing assets for 40+ international brands while maintaining brand consistency, contributing to an approximately 27% increase in average monthly revenue during my tenure
- Designed multi-channel marketing assets across digital and print, including social media, web assets, promotional collateral, POS materials, in-store displays, and retail campaign materials, from concept through to final delivery.
- Designed campaign and marketing visuals for key promotional periods, contributing to ~20% peak sales growth during campaign periods
- Contributed to a 5× increase in engagement through creative and visually cohesive campaign content on social media

Freelance Graphic Designer / Project-based

Oct 2013 - Oct 2020 / Taiwan

- Delivered branding, marketing, and campaign design projects across digital and print for international clients and small businesses
- Supported brand launches and campaign rollouts, delivering marketing materials including booklet, posters, banners, and web assets

Selected projects

Infinity Abroad (Malaysia & Singapore):

- Delivered full brand rollout including programme guidebooks, marketing materials and website assets
- Defining a visual direction later referenced by competing agencies in the Malaysian and Singapore student exchange market

Women Make Waves International Film Festival (Taiwan):

- Designed social media banners and adapted print layouts for event production, supporting a major Taiwanese film festival

Training

Ultimate Lighting Course / FastTrack Tutorials

Jan 2026 - Present

Online

Advanced cinematic lighting, colour, and visual storytelling for 3D environments

Junior VFX Artist Training/ TWR Entertainment, Inc

Oct 2019 - Feb 2020

Taiwan

Developed visual storytelling, composition, and lighting skills through feature film-focused training

3D Maya Visual Effects Training Programme / CGCG Inc.

Mar 2018 - Sep 2018 /

Taiwan

Built strong visual composition and production workflow skills using industry-standard assets