

# Emma Chuang

Visual & Product Designer

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## EXPERIENCE

### Visual Designer – Adbert Media

Mar 2023 - Jul 2023 | Taipei, Taiwan

- Led design of animated ads and social media content for mobile and desktop on Google Display Network and Facebook, completing 25 projects for 20 clients in a quarter while mentoring an intern.
- Developed trendy motion templates for digital marketing in collaboration with sales representatives, project managers, and engineers every quarter.

### Visual Designer – Lohas Media

Oct 2021 - Mar 2022 | Taipei, Taiwan

- Redesigned the company's official website with illustrations and motion graphics, resulting in a 21% increase in visitor engagement duration.
- Provided end-to-end website design services to 7 clients, including information architecture, wireframes, and high-fidelity prototypes for responsive desktop and mobile interfaces.

### Founder – Swii Pattern Design

Oct 2020 - Mar 2022 | Taipei, Taiwan

- Established brand strategy, developed 5 products, and managed social media.
- Launched a brand specializing in fashion accessories with original print designs, achieving sales of over 300 items with a profit margin of 60%.

### Graphic Design Intern – Optoma Corporation

Jul 2020 - Jun 2021 | Taipei, Taiwan

- Created marketing content for sales kits and the official website by following the company's branding guidelines at the Brand Design Group under the Business Operation Department.

## PROJECTS

### Non-Profit Partnership – Purpose Project

Feb 2024 - Jun 2024 | San Francisco, CA

- Redesigned the onboarding process by integrating survey UI with motion design to increase the sign-up conversion rate and enable stakeholders to conduct and analyze user data.

## EDUCATION

### Master of Design in Interaction Design

California College of the Arts  
Aug 2023 - Aug 2024

### Semester at SJSU Program, Graphic Design

San José State University  
Jan 2020 - Jun 2020

### Bachelor of Arts in Fashion Design and Merchandising

Shih Chien University  
Sep 2016 - Jun 2021

## SKILLS

Visual Design  
Motion Graphics  
Brand Strategy  
User Research  
Experience Mapping  
Prototyping

## TOOLS

Adobe After Effects  
Adobe Premiere Pro  
Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Figma  
Sketch  
Procreate