

Catherine Chen

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EDUCATION

PRINCETON UNIVERSITY

August 2019 – May 2023

Bachelor of Art in Economics, Concentration in Finance

Classes: Econometrics, Macro/Micro Economics, Financial Investments,

Graphic Design Typography and Circulation, Advanced Graphic Design (GPA: 3.5)

SKILLS

- 2+ years of UI/UX Experience, 7+ years of Graphic Design, 10+ Years of Illustration
- Native English Speaker, Professional Fluency in Mandarin
- **Proficient in Figma and Adobe Creative Suite:** Illustrator, Photoshop, InDesign, XD, and AfterEffects
- Proficient in Excel and Stata

EXPERIENCE

INTERN GRAPHIC DESIGNER AND ILLUSTRATOR, VINEPAIR

June 2021 – August 2021

<https://www.vinepair.com>

- Designed for Vine Pair, a wine, beer and spirits digital media company, motion and illustrative graphics for editorial articles and social posts to specifically target millennial audience
- Coordinate and organize timely publishing schedule to facilitate a necessary quick turn-around times and responding to the media trend cycle
- Pitch editorial article ideas and design proposals for VinePair during company-wide weekly meetings

UI/UX DESIGNER, PRINCETON RESINDE

January 2021 - Present

<https://www.princetonresinde.com/>

- Develop in collaboration with The Keller Center, Princeton's Entrepreneurship Center, to design a brainstorm/collaboration platform for students-alumni connections
- Conduct user and market research with various ivy league entrepreneurship clubs and iterate website prototypes according to user-feedback
- Undertook process of rebranding and creating formal design proposal including colour schemes and mock pages for <https://givedonera.com/>, a non-profit Princeton student start-up, to prepare website for funding
- Communicated and collaborated with team of front/back-end developers in actualizing sites and conduct weekly project team meetings

DESIGN DIRECTOR, BUSINESS TODAY

Oct 2019 – January 2020

<https://www.businesstoday.org/>

- Lead the design division of 10+ people at Princeton student-run organization Business Today, focused on building relationships between students and industry executives
- Created for Business today all organization branding and visual content including: online magazine articles with fully animated components, full-length magazine issues, and corporate funding slides shown to top Fortune 500 companies
- Directed team meetings for a unified group vision in projects, and managed group and member project schedules
- Proactive communicate with other club directors to maintain a smooth designer-to-client creation and revision process.