

# Joline Chien

Visual Designer  
+ Illustrator



## WORK EXPERIENCE

### Sales Associate | Lanana Jewellery

Richmond, BC, July 2023 - Present

- Proficiently operate POS system, manage transactions and handle cash.
- Demonstrate leadership by training new employees in operational procedures.
- Uphold a consistently clean and organized workspace to enhance efficiency.
- Manage merchandise stocking, restocking, and the creation of appealing merchandise displays.

### Graphic Designer | Lanana Jewellery (Contract)

Richmond, BC, May 2022 - Present

- Responsible for creating logo, branding, and visual identity development for main and subsidiary brands, ensuring cohesive and impactful brand representation.
- Conceptualized and crafted hang tags, sticker labels, and shopping bags to elevate brand packaging.
- Created promotional posters for versatile online and offline marketing campaigns.

### Freelance Graphic Designer & Illustrator

Vancouver, BC, May 2021 - Present

- Collaborate with clients to understand their vision and requirements, translating them into visually appealing designs.
- Create versatile illustrations for diverse mediums (packaging, infographics, menu, cards, banners, articles), captivating audiences with effective brand messaging.
- Designed digital and printed assets such as logo & branding, books, IP characters, banners, posters, and social media posts to boost brand visibility and drive successful promotional campaigns for clients.

## EDUCATION

### UX Design Certificate | Google

Vancouver, BC, July 2023 - Nov 2023

Successfully finished an intensive entry-level job readiness training encompassing 15 modules. Topics covered included UX research fundamentals, inclusive design, low-fidelity and high-fidelity prototypes, and proficiency in professional tools such as Figma and Adobe XD. Applied acquired knowledge through completion of two hands-on projects.

### Bachelor of Arts: Illustration | Emily Carr University of Art + Design

Vancouver, BC, 2017-2021

## CONTACT

778-680-6907

jocchien@gmail.com

[jocchien.com](http://jocchien.com)

## LANGUAGES

Mandarin (Native)

English (Fluent)

## SKILLS

Illustration

Vector Art

Character & IP design

Branding

Typography

Layout design

infographics

UI design

Drawing & sketching

Photoshop

Illustrator

InDesign

Adobe XD

Procreate App

Figma

Microsoft Word

Powerpoint