

ROGER CHAN

VISUAL DESIGNER / HAND-LETTERING / ART DIRECTION

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- 🏠 San Jose, California 95126
(willing to relocate)

SUMMARY

Over 10 years of digital design experience with a strong foundation in graphic design and illustration within marketing & brand. Roger is driven, dedicated and has a passion for thinking about a users experience & journey with thoughtful designs. His strong work ethic and curiosity push him in each role he has.

EXPERIENCE

Senior Designer (Manager II, Creative) at Walmart Connect

June 2019 – Present

- Innovate, concept and deliver omni-channel campaigns within the Walmart ecosystem.
- Design best-in-class brand page experiences to help drive higher engagement, conversion and buy-in.
- Develop the Creative Certification Program (CCP) Portal site to help scale creative execution with Walmart and its partners.

Lead Sign Artist at Trader Joe's

May 2006 – Present

- Illustrate engaging signage that communicate enjoyment and value to customers.
- Delegate, prioritize and manage tasks amongst a team of designers to ensure creative is on brand and deadlines are met.
- Provide art direction to designers on storytelling and to drive excitement, awareness and sales of new products.

Visual Designer at eBay Inc.

January 2017 – July 2019

- Created concepts and visual ideas from onsite banner ads, landing pages, and emails.
- Developed style guides for internal and external partners to reference promotional campaigns and seller center.
- Created templates to help streamline processes during the brand transition.

Contracted through Alliances Management

Senior Graphic Designer at SnapLogic Inc.

December 2013 – January 2017

- Managed vendor relations with web developers in launching a new website for SnapLogic.
- Executed company creative across all traditional and digital channels.
- Partnered with technical stakeholders to design decks, whitepapers and data sheets.
- Created the visual style guide to ensure a consistent brand across all marketing channels.

* Promoted to Senior Graphic Designer (September, 2015) *

Graphic Designer at KeyPoint Credit Union

May 2013 – September 2013

- Produced concepts and designs for print ads, brand campaigns, print collateral materials for branches and online web assets.

Contracted through Modis

Specialist & Workshops Coordinator at Apple Inc.

October 2011 – May 2013

- Designed internal emails explaining new products, third party products and promotions.
- Coordinated and facilitated workshops that taught customers tips and tricks in using iOS.

Graphic Designer at Spartan Shops Inc.

June 2008 – September 2009

- Created various print medium projects including brochures, posters, flyer's, signage, and event calendars for spartan activities.

EDUCATION

San José State University

San Jose, CA
Bachelor of Fine Arts,
Digital Media Art,
May 2009

Bachelor of Arts,
Design Studies: Graphic Design,
May 2009

Mission College

Santa Clara, CA
Web Development Courses,
Spring 2013, Fall 2013

General Assembly

San Francisco, CA
Front End Web Development,
Spring 2014

SKILLS

Art direction
Visual storytelling
Brand marketing
B2B marketing design
Accessible design
Agile problem solver
Highly cross-functional
Adobe Creative Suite
UI/UX design
Sketch (working knowledge)
Invision prototyping
Microsoft Office

LANGUAGES

English, Mandarin and working knowledge of HTML and CSS

PASSIONS

Photography, Cars, 🍏Tech, Style, Foodie, Fitness, Peleton, Home Improvement, travel, DIY Projects, Family, Friends and his rescue pup, Luna.