

CINDY CHAN



cichandesigns@gmail.com
cindy-chan.com
linkedin.com/in/cindychancv

EDUCATION

Boston University • BOSTON, MA
BFA Graphic Design • MAY 2022
Cumulative GPA: 3.83

TOOLS & SOFTWARE

Adobe Creative Suite
Microsoft Suite
CLO
Figma, Sketch
ProCreate
HTML, CSS
Klaviyo
PLM Systems

LANGUAGES

English
Mandarin Chinese

DESIGN SKILLS

Apparel Graphic Design
Branding & Identity Design
Experiential Design
Photo Retouching
Typography
Illustration
Motion Graphics
Digital Design
Print Design

INTERESTS

Matcha
Painting
Nail Art
Street Fashion
Music Discovery
Experimental Baking
Collecting Figurines

EXPERIENCE

Victoria's Secret PINK • ASSOCIATE GRAPHIC DESIGNER
NEW YORK, NY • MAR 2025 - PRESENT

Led graphic direction for several major collaborations, including PINK x Love Shack Fancy, driving 40% of Q3 sales. Directed apparel graphics across Sport, Swim, and Intimates. Partnered with cross-functional teams and delivered high-volume, production-ready artwork and supported multiple launches under tight deadlines.

Victoria's Secret PINK • ASSISTANT GRAPHIC DESIGNER
NEW YORK, NY • AUG 2022 - MARCH 2025

Designed 100+ seasonal graphics for apparel, intimates, and sleepwear, driving #1 top-selling products and \$515K+ in revenue. Managed 1,000+ tech packs, overseeing product development from concept to execution. Created and presented seasonal concepts and branding initiatives for leadership.

Glow Recipe & Sweet Chef • GRAPHIC DESIGN INTERN
NEW YORK, NY • JUN 2021 - AUG 2021

Executed end-to-end e-commerce design for critical touchpoints (PDPs, homepages) and drove 15% increase in viewership and sales through the development of 50+ promotional materials (email, print, infographics). Collaborated cross-functionally to develop digital assets for two major product launches and branded content campaigns across web, social media, and Sephora ads.

Wix • WIX PLAYGROUND DESIGN INTERN
NEW YORK, NY • JUN 2020 - AUG 2020

Expanded technical skill set across UI/UX design, production design, and front-end development (HTML, CSS, Java and Wix's internal coding program). Designed and launched two websites and five digital marketing campaigns, developing comprehensive branding strategies for diverse clientele, including nonprofits and businesses impacted by COVID-19.

