

Helen Pan
Graphic Designer

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EDUCATION

SEP 2020 – APR 2024
ArtCenter College of Design
Pasadena, CA

Bachelor of Fine Arts in Graphic Design
Minor in Business, Graduated with Honors
Emphasis in Visual Identity and Brand
Identity Development

EXPERIENCE

SEP 2025 – PRESENT
Sales & Merchandising Associate (GSA)
Micro Center
Tustin, CA

Assisted customers with computer and electronics purchases, maintaining strong product knowledge and averaging \$2K–\$4K in daily sales through exceptional service and technology expertise. Demonstrated a strong passion for technology, computers, electronics, and peripherals, with excellent communication skills and the ability to multitask to shifting priorities.

OCT 2018 – PRESENT
Freelance Designer
Various Clients
Rowland Heights, CA

Created illustrations and brand assets for custom-themed keycap sets (GMK Aurora, Laser, Luna, etc.), including icons, desk mats, and promotional materials. Designed visuals for Cal Poly Pomona's Hyperloop Club. Helped develop branding and launch materials for the startup Neobotics at Open Sauce.

SEPT 2024 – JAN 2025
Graphic Designer (Part-Time)
MIT Beaver Works Summer Institute
Rowland Heights, CA

Developed branding and visuals to introduce and promote details of RACECAR organization as an educational and research initiative. Designed flyers, icons, and infographics to announce classes and events.

JUN 2020 – NOV 2022
Freelance Graphic Designer
Mechs & Co.
Diamond Bar, CA

Developed the brand identity system for Mech's & Co. Created multiple desk mat illustrations including guidelines, digital assets, and packaging tape.

MAY 2020 – DEC 2020
Freelance Graphic Designer
NZXT
City of Industry, CA

Redesigned "Pucci," a computer hardware company mascot. Created illustrations for social media, t-shirts, stickers, iconography, calendars, and digital wallpapers. Designed the NZXT x Design By Humans limited edition t-shirt, which generated proceeds donated to Direct Relief, a humanitarian aid nonprofit organization.

JUN 2020 – JUL 2020
Freelance Graphic Designer
SparkTrendz LLC
Diamond Bar, CA

Redesigned a number of website pages and assets for SparkTrendz, an anime streetwear brand. Created their home page, service page, service icons, and t-shirt mockups. Designed campaign ambassador posters.

RECOGNITION

Provost's List
FALL 2023, SUM 2022, AND SUM 2021 TERMS
ArtCenter College of Design
GPA of 3.8 or higher

ArtCenter Student Gallery
DEC 2023 – APR 2024
Ducky (Package Design)
MAY 2023 – AUG 2023
This American Life "Break Up" (Sequential Design)
MAY 2022 – AUG 2022
Serene by MegaFood (Package Design)

Scholarships
SEP 2020 – APR 2024
ArtCenter Undergraduate Scholarship
JAN 2023 – APR 2023
Jerry V. Johnson Endowed Scholarship
MAY 2022 – AUG 2022
H. B. Edwards Endowed Scholarship

Lithographix Gallery
MAY 2024 – AUG 2024
Hakone Före (Poster Design/Hospitality)

EXPERTISE

Strong working knowledge of:
Illustrator, Photoshop, InDesign, Acrobat, Google Docs, Slides, SolidWorks, Discord, Midjourney

Familiar with:
Cinema 4D, Redshift, After Effects, Premiere Pro, Figma, Word, KeyShot, PowerPoint, Runway ML

Skills
Dieline creation, presentation deck design, DSLR photography, laser cutting, sketching, 3D printing, vector illustration, PC building, keyboard building

Languages
English (fluent), Korean (conversational)