

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

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

Branding and designing to introduce and communicate details of RACECAR organization as a tool for educational learning and research. Creating flyers and website banners to announce classes and events.

OCT 2018 – PRESENT
Freelance Vector-Based Illustrator
Various Clients
Rowland Heights, CA

Illustrated a number of icons for keycaps, logos, profile pictures, desk mats, stickers, digital wallpapers, t-shirts, illustrations, and digital and physical banners. Illustrated keyboard desk mats for GMK Aurora, GMK Laser, GMK Ageyptus, GMK Laser, GMK Luna, and MW Hayastan, a vendor for custom-themed keycap sets. Designed brand assets for Cal Poly Pomona's Hyperloop Club.

AUG 2024 (ONE-DAY EVENT)
In-Person Playtester
Riot Games
Los Angeles, CA

Selected for the second time to participate in an invitation-only, one-day playtesting event to provide feedback on unreleased game content.

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

Developed the brand identity system for Mechs & 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.

JAN 2020 (ONE-DAY EVENT)
In-Person Playtester
Riot Games
Los Angeles, CA

Selected for an invitation-only, one-day playtesting event, providing feedback on the visual design of the Cosmic Lux and Dark Cosmic Lux in-game skins prior to their public release on March 26, 2020. Evaluated the skins' aesthetics, animation, and overall visual impact, offering detailed suggestions to improve player experience.

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)