Day Chae

Brand + Visual designer with 6+ years of experience building brand systems and narratives. Skilled at translating complex ideas into clear, emotionally resonant design through systems thinking, collaboration, and a human-centered lens.

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EXPERIENCE

Jetson Electric, Brooklyn, NY — *Visual Graphic Designer*

FEBRUARY 2022 - MARCH 2025

Revamped Jetson's brand design system and guidelines to unify communication across packaging, manuals, and digital platforms—resulting in improved brand consistency and production efficiency for internal teams.

Implemented a full reorganization of Jetson's 130+ icon library, streamlining cross-functional usage across digital and print deliverables and improving asset accessibility and workflow for designers and engineers.

Elevated the design of licensed sticker sheets for top-tier entertainment brands including Disney, Marvel, Pixar, and Moonbug Entertainment, injecting contemporary design sensibilities while adhering to strict brand guidelines and stakeholder approvals.

Developed and executed product manuals and instructional layouts by applying strong composition, hierarchy, and flow—collaborating with cross-functional teams to create visually intuitive and multilingual assets for global audiences.

Admerasia, New York, NY — *Graphic Designer*

JULY 2019 - FEBRUARY 2022

Redesigned and rebranded an NYC-based aesthetic clinic, crafting a visually elevated identity system that increased website and social traffic by 250%, followers by 150%, and post reach by 120% within just three weeks.

Led the ideation and storyboarding of integrated campaign visuals, blending diverse aesthetics into unified visual languages that met strategic goals across print, digital, and social.

Collaborated in a fast-paced, multicultural team, managing multiple projects and client needs with versatility and efficiency.

EDUCATION

School of Visual Arts, New York, NY — *BFA Design*

SEPTEMBER 2016 - MAY 2019

Dean's List (Term Honors 2016-2017)

SKILLS

Figma

Adobe Creative Suite

HTML/CSS

Branding

Design System

Creative Strategy

Art Direction

Illustration

UX/UI

AWARDS

Summit Creative Awards — Best of Show

Summit Creative Awards — Gold

Summit Creative Awards — Silver

Graphis New Talent — Silver

Type Directors Club (TDC) — Typographic Excellence

LANGUAGES

English, Korean and Japanese