

LEIA CHEN

I'm a graphic designer passionate about crafting contemporary, eye-catching visuals—from posters and album art to merch, apparel, and social media graphics. I stay tuned into pop culture and design trends to create work that resonates across digital and print.

SKILLS

+Adobe InDesign-- Experience with the preflight pannel & file preparation, took a class: [CT 321 Print and Digital Production](#)
+Adobe Illustrator
+Adobe Photoshop
+Adobe Acrobat
+Adobe Bridge
+Adobe After Effects
+Packaging design
+Figma
+Print and layout design
+Branding/ visual identity
+Photo editing/ retouching
+Apparel graphic design
+Tech packs
+Market and trend research
+Poster design
+Typography
+Illustration
+Shopify website building

EDUCATION

[FASHION INSTITUTE OF TECHNOLOGY](#) * NYC

– [Graphic Design BFA](#)
– [Communication Design AAS](#)

– Art History Minor
– Cum Laude Honors

2020-24

[CHELSEA COLLEGE OF ART AND DESIGN](#) * LONDON, UK

– [Graphic Design BA exchange program](#)

2023-24

ADDITIONAL EXPERIENCE

TEAM MEMBER @ LUMI DESSERT CAFE
SEP 2024-PRESENT

SALES ASSOCIATE @ MUJI
SEP-DEC 2022

IN-STORE SHOPPER @ WHOLEFOODS
MAY-AUG 2022

★ EXPERIENCE

GRAPHIC DESIGN INTERN - LICENSED GRAPHICS @ [COCO BRANDS](#)
FEB-MAY 2024 * IN-PERSON, NY

Designed apparel (mainly loungewear and intimates) patterns in alignment with licensing requirements, with extensive use of Adobe Illustrator.

- Shadowed the lead tech pack designer, gaining hands-on experience in scaling designs across various garment types and sizes while adhering to licensed brand guidelines and quality standards
- Designed hangtags and header cards in relation to liscensed branding
- Designed detailed packaging mock-ups using Adobe Illustrator, including novelty packaging, printing at actual size and assembling physical prototypes by hand
- Maintained a library of thousands of visual licensed assets, including Paramount, Nickelodeon, Warner Bros, Spirit Halloween, and Adult Swim. Used assets to create designs on garment templates
- Learned to use specific Pantone Color Libraries for certain licenses
- Collaborated closely with the production and marketing team

★ CURRENTLY

IN-HOUSE GRAPHIC DESIGNER @ [WEST OF EDEN \(WOE\)](#)
JULY 2024-PRESENT * REMOTE

Participating in weekly meetings to develop cover art, merch designs, social media posts, posters and other creative assets

- Designed and sold Barboza show merchandise (shirts + stickers), raising \$1,600+ while assisting at the merch booth
- Successfully designed the [woe online shop](#) on Shopify
- Successfully designed [cover art](#) and [promo](#) for their single "LATER"
- Successfully designed [cover art](#) for their single "TAXI"
- Successfully designed [cover art](#) and [promo](#) for their single "FOR U"
- Successfully designed [Barboza show poster](#)
- Successfully designed [title card](#) for Yoku, a past WOE member
- Successfully designed [cover art](#) and [promo](#) for their EP "hide"
- Collaborating closely with two other graphic designers