

ALISON CHAN



GRAPHIC DESIGNER & SOCIAL MEDIA STRATEGIST

ArtCenter graphic design student working across brand identity, packaging, social media, and motion. Agency experience at TBWA Hong Kong and CHA-Agency, a teaching assistant role in brand systems, and a 60K+ following as a content creator.

EXPERIENCE

ArtCenter | Teaching Assistant, Brand Systems — Sep – Dec 2026

- Give students one-on-one feedback on concept development, packaging structure, and critique presentations
- Support in-class demos and help run weekly studio sessions alongside the instructor

Bamboo Worldwide | Innovation Session Participant — Oct 2026

- Selected for a global brand consultancy's confidential innovation session (NDA) to develop early-stage concepts
- Completed a remote ideation sprint in Miro and an in-person workshop in Santa Ana, CA

TBWA Hong Kong | Creative Intern — Jun – Aug 2026

- Designed social posts, posters, banners, and pitch mockups for 6 client accounts
- Worked with art directors and copywriters on live campaigns, from brainstorm to final assets

CHA-Agency | Social Media & Design Intern — Jan – May 2026

- Conceived, designed, and wrote 1–2 posts a week across 3 client accounts, from visual idea to final caption
- Built a distinct visual system for each account so every client's feed kept its own brand voice
- Pitched campaign ideas and reviewed performance data with the founders in weekly strategy calls

IPEVO | Graphic Design Intern — 2025

- Designed app UI screens and promotional posters within IPEVO's brand guidelines (remote)

@acvrora + @airconyoyoball | Content Creator — Ongoing

- @acvrora (YouTube, solo): built a 30K+ subscriber channel; sponsored collabs with keyboard and tech brands
- @airconyoyoball (co-created): 30K+ on Instagram, 2K+ on TikTok, 1K+ on YouTube; partnered with apps and fashion labels such as Subdued

PROJECTS

- Creme Club Hong Kong Logo — Brand logo for a real client (freelance)
- Kit Packaging Design — Nominated by ArtCenter for a design competition; exhibited in the school gallery
- Hawaiian Airlines Rebrand — Student brand identity concept
- Packaging & Book Design — Chocolate, soy sauce, and Suave haircare packaging; two book designs

LANGUAGES

English (native) · Cantonese (working) · Mandarin (working)

CONTACT

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Los Angeles / Hong Kong

Website/portfolio:

EDUCATION

ArtCenter College of Design
B.F.A. Graphic Design, Minor
in Business
Pasadena, CA · Expected 2028

- ArtCenter First Generation Student Scholarship
- ArtCenter UG Scholarship

Victoria Shanghai Academy
IB Diploma Programme
Hong Kong · 2024

SKILLSET

Brand identity

Typography & layout

Packaging design

Poster & editorial design

Social content

Motion design

UI/UX

Software: Illustrator, Photoshop, InDesign, Figma, After Effects, Cinema 4D, Google applications

AI tools: Midjourney, Runway, Krea, Vizcom, Weave, Gemini, ChatGPT, Claude

LEADERSHIP & SERVICE

- Founder & Chair, UN Club — Led poster campaigns making the UN SDGs accessible to students (2022–24)
- Social Media Manager, VSA Class of 2024 — Ran the graduating class's social media account
- Design Volunteer, Sagipisla Service Club — Designed fundraiser graphics and donation boxes (2024)