

Echo Wen

Illustrator/Motion Graphic Designer
Los Angeles, United States
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Website

echowen.com

Interests

Tattoo
Piercing
Drums

Skills

Proficient in:

Illustrator, After Effects, Cinema 4D, InDesign, Figma, Lightroom, Photoshop, Procreate, Acrobat, Google Workspace, Keynote, PowerPoint, Midjourney, Stable Diffusion, Runway ML, Miro

Familiar with:

Premiere Pro, Cargo, TouchDesigner, Blender

Skills:

packaging design
Illustration, brand identity development, motion design, typography, editorial design, photography,

Languages:

English (fluent), Chinese (native)



Education

September 2022–April 2026
ArtCenter College of Design
Pasadena, CA
Bachelor of Fine Arts in Illustration
Specialization in Motion Design

Experience

August 2024–Present

Graphic Designer

Freelance
Pasadena, CA

Collaborated with **Mackerel Design** (Creative Design Studio) on brand visual development for **T30MPLE**, a metaphysics app, **MASTERA**, an online digital media collection platform and **Tenniland**, a tennis bag brand. Contributed to building cohesive visual identities across digital platforms and physical touchpoints, ensuring consistency in typography, color systems, and motion language.

August 2024–Present

Graphic Designer

Freelance
Pasadena, CA

Independently supported **MOSHI** (AI Conversational Tech Company) in redesigning their brand IP character and developing promotional assets, including illustrations, web visuals, and UI components. Additionally, designed event posters and Instagram content for **Flatiron Social** (Social Entertainment Venue), receiving strong engagement and positive feedback both online and in-person events.

July 2025–September 2025

Design Intern

Wieden+Kennedy

Shanghai, China

At Wieden+Kennedy, I contributed to the visual design and creative development of advertising campaigns for major brands such as **McDonald's** and **Nike**. My role focused on conceptualizing advertising ideas, crafting marketing visuals and designing product packaging. I worked closely with the creative team to ensure each visual solution aligned with brand identity and campaign strategy, translating complex messages into bold, effective designs.