

Winnie Chang

Graphic Designer

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winniechangdesign.com

Skills

Strong working knowledge of:
InDesign, Illustrator, Photoshop,
After Effects, Media Encoder,
Premiere Pro, Figma, Basecamp

Familiar with:
Rhino, Keynote, Miro, V-Ray

Skills:
Brand identity, packaging design,
book binding

Languages:
Mandarin (native), English (fluent)



Education

ArtCenter College of Design, September 2023 – Present
Pasadena, CA
Candidate for a Master of Fine Arts in Graphic Design

Focused Coursework:

Sponsored Studio: Developed a comprehensive brand and spatial strategy to reimagine the luxury hospitality experience for the Pacific Edge Hotel in Laguna Beach.
Design Storm: A three-day creative brainstorming collaboration to reinvent the luxury hospitality experience for the Pacific Edge Hotel in Laguna Beach.

University of California, Irvine, September 2019 – March 2021
Irvine, CA
Bachelor of Science, Business Economics

Experience

Freelance Graphic Designer (remote), June 2024 – Present
Reborn Skincare
Singapore

Collaborated with a Singapore skincare startup to establish a cohesive brand identity system. Designed the logo and packaging system to align with the brand's clean and rejuvenating philosophy.

Teaching Assistant, January 2026 – April 2026
ArtCenter College of Design
Pasadena, CA

Provided feedback on student projects in branding, structure, and material exploration, supporting critiques and guiding students in developing concept-driven packaging solutions. Assisted the instructor in organizing coursework and reviewing design progress.

Brand Design Intern, June 2025 – August 2025
Gensler
Los Angeles, CA

Assisted the design team in creating brand identities, brand books, pop-up spatial design concepts, presentation decks, and case study materials for clients including Netflix, confidential clients, and internal Gensler branding initiatives.

Graphic Designer, September 2022 – March 2023
Norikaoda Inc.
Taipei, Taiwan

Assisted the marketing and design team in creating promotional banners for a cross-border e-commerce platform, interactive website buttons, and Father's Day sale flyers. Contributed to designing business cards for the company's Taipei store. Provided translation for email correspondence with foreign customers.

Recognition

Duane and Betty Bohnstedt Endowed Scholarship, Fall 2025

ArtCenter Gallery:

The Institute for Art and Olfaction, Fall 2025
(brand identity, promotional poster, packaging)

Whimzo, Fall 2025
(brand identity, packaging)

Fragmenta, Spring 2025
(exhibition identity, promotional poster)

Fernie, Spring 2025
(brand identity, packaging)

Clever Carnivore, Fall 2024
(brand identity, strategy poster, promotional poster, packaging)

Somni, Spring 2024
(packaging)

Noirévie, Spring 2024
(packaging)