

# Derek Chen

GRAPHIC DESIGN / ART DIRECTION

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## EXPERIENCE



### SPANX

**Senior Graphic Design Manager**, January 2023 - May 2024

- Worked closely with the Art Director to manage the development and execution of company branding initiatives, ensuring consistent representation across all channels and touch points.
- Managed a team of four designers in creating digital assets for Spanx.com, email campaigns, social media, wholesale platforms, OOH advertisements, and retail materials, resulting in enhanced brand visibility and engagement.
- Directed on-set photo/video shoots and led the development of seasonal campaigns from concept to execution, including 360-degree marketing initiatives.
- Collaborated closely with cross-functional teams to design and implement print materials such as catalogs, direct mailers, and promotional materials, maintaining brand integrity and driving sales growth.
- Provided mentorship and guidance to junior design staff, fostering their professional growth and development within the team.
- Acted as a key liaison between the creative team and other departments, ensuring alignment with marketing strategies and business objectives.



### TOMMY HILFIGER

**Senior Graphic Designer**, June 2021 - January 2023

- Partnered closely with the Art Director to design and implement company branding initiatives, ensuring adherence to brand guidelines and strategic objectives.
- Created engaging digital assets for various platforms, including web banners, social media graphics, and email campaigns, contributing to increased online presence and customer engagement.
- Produced motion graphics for outdoor digital screens, enhancing brand visibility and engagement in public spaces.
- Designed print materials such as direct mailers, catalogs, and in-store signage, maintaining brand consistency across all touch points.
- Conceptualized and executed advertising campaigns across multiple channels, including print, digital, and out-of-home, resulting in heightened brand awareness and sales growth.
- Provided creative direction and guidance to junior designers, fostering a collaborative and supportive team environment.



### TOMMY HILFIGER

**Graphic Designer**, March 2019 - May 2021

- Developed DTC direct mailers, emails, social media assets, and in-store signages for the Company Store division.
- Produced motion graphics for outdoor digital screens, enhancing brand visibility and engagement in public spaces.
- Supported post-production processes, ensuring high-quality deliverables and timely execution.



### TOMMY HILFIGER

**Assistant Graphic Designer**, March 2013 - February 2019

- Managed and supported post-production for DTC materials, contributing to the brand's marketing efforts and customer engagement.
- Collaborated closely with the Senior Graphic Designer to ensure consistency and quality across all design projects.

## EDUCATION



### FASHION INSTITUTE OF TECHNOLOGY

Bachelor of Fine Arts (BFA) in Illustration, 2005-2009

## SKILLS

- Design Software: Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, Premiere Pro), Figma Workfront, PowerPoint
- Other Skills: Package Design, Brand Design, Drawing, Painting, Photography
- Languages: Fluent in Chinese (Mandarin and Cantonese)