



Juliane Chung

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OBJECTIVE To obtain a position that enables me to move fluidly between client engagement, creative direction, and design.

SKILLS Brand management, brand design, brand strategy, brand naming, agency management, concept direction, client pitching, leading a team, managing multi-stakeholders, packaging design, environmental design, digital design, information design. Strong background in Adobe Creative Suite, Google Suite, Keynote, Word, and Powerpoint.

PERSONAL Highly communicative, collaborative, open-minded and positive. Driven by a sense of social responsibility. Strong organizational skills and attention to detail.

EDUCATION

Maryland Institute College of Art
Baltimore, MD 2012 Graduated with a BFA in Graphic Design.
2008 - 2011 Dean's List award recipient.

EXPERIENCE

SYPartners 2019 - present Senior Designer.
New York, NY / Remote As a Senior Designer working on Business Development, I design how SYP approaches its client engagements. I envision the future of client businesses/ industries, reimagine SYP's own offerings to meet the moment, create bespoke client experiences, shape and scope project work, design and facilitate client workshops, and build online systems that contain all the resources and information to educate and democratize BD at SYP.

ConsenSys 2017-2018 Senior Brand Designer.
Brooklyn, NY / Remote Global brand strategy and design for the ConsenSys master brand. Concepted and executed experiences for SXSW, Davos World Economic Forum, and other large-scale global events. Brand strategy, brand design and implementation for 16 unique start-up businesses incubated by ConsenSys. Deliverables included full branded systems, brand guides, print and web-ready files.

Johnson & Johnson Design 2013 - 2017 Senior Designer.
New York, NY Global design management and rebranding for Johnson's Baby. Led a design team of five to successfully implement a brand redesign that encompassed structures and label graphics for over 250 unique products in less than six months.

Designed a new brand expression for Johnson & Johnson to bring to life the company's new purpose. Deliverables included an internal storytelling program, a refreshed J&J logo, typefaces, color palette, iconography, photography, and multi-media templates.

Reimagined packaging concepts for brands such as Neutrogena, Clean & Clear, Exuviance and O.B.

Red Antler 2012 - 2013 Freelance Designer.
Brooklyn, NY Conceptualized, designed and executed comprehensive identity systems in a large creative team for brands such as Google, GRK Fresh, Rent the Runway and Sugarpova.

Project-Based Work 2010 - present Freelance Senior Designer.
New York, NY / Remote Graphic design and strategy for Good Mood Co., High Tide NYC, Jack Morton Worldwide, DraftFCB, Stag & Hare, and Nickelodeon. Branding approach begins by establishing a more ambitious vision for the future that will guide brand positioning, strategy, and expressions across internal and external touchpoints.