



Juliane Chung

julianechung.com | 610-564-9526 | julianechung@gmail.com

OBJECTIVE To obtain a Lead Designer position that encompasses strategy.

SKILLS Brand strategy, identity design, naming, concept direction, packaging design, environmental design, digital design, information design, client pitching, leading a team and managing multi-stakeholders. Strong background in Adobe Creative Suite, Keynote, Word, 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 Deans List award recipient.

EXPERIENCE

ConsenSys
Brooklyn, NY 2017-2018 Senior Brand Designer.
Global brand strategy and design for the ConsenSys master brand. Concepted and executed large-scale environmental activations for SXSW, Davos World Economic Forum, and Ethereal. Brand strategy, identity 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
New York City, NY 2013 - 2017 Senior Designer.
Global design management of the Johnson's baby brand. Lead a design team of five to design and successfully implement a global redesign and campaign for over 300 unique products in less than six months. Executed a brand styleguide that included a brand purpose, graphic assets and templates for digital, environmental and print applications to ensure a successful launch. Developed a new color matching process for structures that saved the company six months time and \$850,000.
Designed a storytelling program and a new brand expression for Johnson & Johnson to help enable an internal culture shift toward the brand's new noble purpose.
Conceptualized package redesigns and line extensions for beauty and femcare brands such as Neutrogena, Clean & Clear, Exuviance and O.B.

Stag & Hare
New York City, NY 2012 - 2013 Freelance Designer.
Conceptualized, designed and executed promotional materials, tradeshow graphics and styleguides for Havaianas. Collaborated on holiday package designs for Coca-Cola.

Red Antler
New York City, NY 2012 - 2013 Freelance Designer.
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
New York City, NY 2010 - present Freelance Designer.
Graphic Design for Jack Morton Worldwide, Nickelodeon, DraftFCB, High Tide NYC, Fuse Media, Annie E. Casey Foundation, WebMechanix and Uncommon Goods. Work included pitch decks, logos, web design, publication design and clothing graphics.