

# Amanda Chum

Graphic Designer and Illustrator transforming ideas into visually-compelling experiences that **spark connections**.

## ✦ LET'S CONNECT

portfolio [amandachum.art](http://amandachum.art) →  
connect [in/amandalchum/](https://in/amandalchum/) →  
email [amanda.l.chum@gmail.com](mailto:amanda.l.chum@gmail.com)  
phone 626-533-1946

## SKILLS

### design / presentation

User Research  
Visual Design & Branding  
Prototyping  
Storyboarding  
Color Theory  
Iconography  
Illustration  
Data Visualization

### applications

InDesign  
Illustrator  
Photoshop  
Premiere Pro  
Figma  
Adobe XD  
After Effects  
Trello  
Keynote  
Google Slides

### familiar with:

DSLR Photography  
Copywriting  
Editing  
Lightroom  
HTML / CSS  
JavaScript

## RECOGNITION

ArtCenter College of Design Student Gallery [2022-2024] Tipo Conference 2023 (poster), Reflections & Resolutions (packaging), and Click Clack (packaging).

Jody Taylor Art Scholarship 2020

Mid-Valley Arts League Scholarship 2020

## EDUCATION

### ArtCenter College of Design

Candidate for a Master of Fine Arts in Graphic Design, Anticipated Graduation December 2024 • Pasadena, CA

Minor in Business, Orientation Leader (SP21, FA23, and SP24)

Relevant coursework: Visual IxD, Communication Design, Typography, Packaging, Motion, & Marketing

## EXPERIENCE

### ArtCenter College of Design

ACSG Graphic Design Representative

JAN 2024 - Present • Pasadena, CA

Served as a vital link between the Graphic Design Department and Student Government, advocating for student needs and fostering their success. Facilitated effective communication channels and collaboration initiatives between the two entities, ensuring that student voices were heard and their interests were prioritized. Contributed to the enhancement of student experiences and the promotion of a supportive and inclusive environment within the design community.

CSE Digital Asset Creator

SEP 2023 - Present • Pasadena, CA

Enhanced communication within the ArtCenter community by crafting captivating social media visuals, videos, and program materials. Ensured that messages were effectively conveyed and resonated with the target audience and demonstrated strong leadership and interpersonal skills by leading projects, collaborating with expert staff, and successfully managing campus events.

Orientation Leader

JUN 2023 - Present • Pasadena, CA

Created dynamic multimedia content, including videos and PDFs, to enrich the organization's resource hub, website, and media platforms. Utilized Mailchimp as an email marketing service, designed weekly media updates on Orientation events, and providing incoming students with timely reminders. Communicated as a source for college information on social media and Discord, providing valuable assistance and guidance to students navigating their transition into the academic community.

### PopRock Academy - Graphic Designer & Content Marketing

MAY 2023 - AUG 2023 • Temple City, CA

Created captivating social media content by drafting copy, designing visuals, and scheduling weekly posts, ensuring consistent and engaging communication with our audience. Utilized Affinity Designer and Photo to craft emails and advertisements highlighting current bundles and deals, resulting in a 65% open rate. Boosted the reach of both the Instagram and Facebook accounts by 55% and achieved a 10% increase in engagement, effectively enhancing the brand's online presence and audience interaction.

### Sunright Corporation - GIFs Illustration Freelance Commission

JAN 2023 - APR 2023 • Remote

Generated ideas for specified pitch categories while maintaining existing branding guidelines. Created and animated eight GIF stickers designed for Instagram use, aligning with the brand's identity for engagement.

### Lights & Sounds Collective - Graphic Assistant Intern

APR 2022 - AUG 2022 • Rosemead, CA

Played a key role in producing slide decks for pitching ideas and branding books. Communicated and collaborated effectively under creative direction to ensure alignment with project objectives.