

# Chenyuan Hsu

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## WORK EXPERIENCE

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### Freelance Digital Designer

Remote

Multimedia Designer & Strategy Consultant

Dec 2024 - Present

- Designed cohesive pixel art branding packages for Twitch and YouTube, including animated intros/outros, custom thumbnails, stream scenes (Welcome, Starting, Ending, BRB), panels, and Twitch alerts.
- Developed visually engaging, on-brand content with strategic call-to-action elements to drive viewer engagement and cross-platform growth.
- Applied principles of visual storytelling and digital marketing to enhance creator identity and audience retention across platforms.

### Pho Viet

Liberal, Kansas

Brand Development & Operations Manager

Jan 2024 - Present

- Led operational management tasks, including inventory control, supplier negotiations, and financial management.
- Enhanced engagement and increased sales by 20% through promotional materials, introducing 5 new boba drinks and redesigning menus, leveraging SEO and content marketing skills to attract a broader audience.

## INTERNSHIP

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### Hello Green Marketing

Red Bank, NJ

Social Media Intern

Jan 2023 - May 2023

- Researched industry trends and competitor strategies to create 10+ pieces of social media content per week, resulting in a 20% increase in engagement.
- Collaborated with team members to develop brand messaging that aligned with each client's unique core values, using Adobe graphic design tools to create posts that increased brand awareness by 40% and drove traffic to the website.

### CHSS Digital Media CoLab

Montclair, NJ

Digital Media CoLab Skills and Apprenticeship

Oct 2022 - May 2023

- Certified in DMcl BootCamp module with proficiency in Photoshop, Premiere Pro, and After Effects and further developed digital media management skills through an Apprenticeship Program using tools like Asana, Audacity, Lightroom, and Adobe.

### The Brandman Agency

New York, NY

Social Media Intern

Oct 2022 - Dec 2022

- Conducted online research to identify industry trends and create editorial guidelines to elevate brand visibility, subsequently increasing followers by 35% by effectively applying data analysis skills using social media insights.
- Constructed monthly social media calendars, curated UGC, and developed posts to spotlight brand messages across multiple platforms.

## EDUCATION

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### Montclair State University

Montclair, NJ

B.A in Communication and Media art, Minor in Visual Art

Graduation Date: May 2023

## PROJECT EXPERIENCE

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### Ukivo Stay: Living in the Moment

Remote

Social Media Brand Specialist and Web Designer

Dec 2023 - Aug 2024

- Engineered a user-friendly website for Ukivo Life, achieving a 40% increase in user engagement across platforms within six months of launch, which elevated overall brand visibility and consumer interaction.
- Created custom branding, color palette, and style guide outlining fonts, size, and spacing for all social media copy and designs, resulting in a 20% increase in brand recognition across platforms.
- Developed a highly engaging social media campaign that included a narrated promo video, blog posts, and newsletters, resulting in a 30% increase in organic reach and a 25% increase in overall engagement metrics.

### The Brandman Agency

New York, NY

Brassica Client Project

Oct 2022 - Dec 2022

- Researched & monitored 20+ trends in the travel & hospitality industry, driving insights to effectively target 400+ customers
- Utilized data to create uniquely designed ideas to boost brand appeal & presence among consumers.

## LEADERSHIP EXPERIENCE

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### Alpha Sigma Rho Sorority, INC

Montclair, NJ

President, Art & Design, and Stroll Master

Mar 2020 - May 2022

- Developed design strategies to promote an organizational culture that aligned with values, and advised external organizations to promote company policies, which generated a 20% boost in attendance rates at events.

## SKILLS

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- Multilingual (Mandarin, Vietnamese), Graphic Design (Canva, Adobe), Web Design, Multimedia Editing (Audio, Video, Photography), Social Media Management (proficient in Facebook, Instagram, LinkedIn), SEO, Content Marketing, Data Analysis, and Creative Campaign Development.