

Roro (Chieh) Chen

Contact

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Education

Academy of Art University
Master of Fine Arts,
Web Design & New Media

Skills

Graphic Design
Visual Design
Branding Design
Design System
Responsive Web Design
UI/UX Design

Tools

Figma
Adobe Creative Suite -
Photoshop, Illustrator
Claude
Midjourney
Nano Banana
HTML / CSS
Webflow
Framer

Experience

Visual Designer - Freelance / BloodScan Biotech / 9.2025 - 4.2026

- Defined the visual language and built a 10+ component design system in Figma, implementing it into an 11-page responsive website.
- Developed an illustration style inspired by textbook visuals to clearly communicate cancer cell separation, and designed icons to simplify the range of technical applications.

Visual Designer / ODK Media / 10.2020 - 4.2024

- Led the corporate website redesign as part of a company-wide rebrand, replacing a single-page site that had outgrown the business. Defined the information architecture with the brand lead, built a scalable design system, and selected Webflow to implement a 16-page responsive site.
- Led brand partnership campaigns with clients like Toyota, Acura, and McDonald's, defining the visual direction for co-branded campaigns and coordinating with agencies to align creative across landing pages and banner ads.
- Designed the UI/UX for an interactive voting campaign that drove 100K new monthly active users to the main OnDemandChina (ODC) page.
- Initiated a cross-functional project with a visual designer and motion designer to create a logo animation for OnDemandKorea that was adopted across OnDemandChina and OnDemandViet.
- Designed a custom display typeface based on the ODK Media logo as a brand asset for marketing campaigns.

Brand Designer - Freelance (part-time) / Cooby / 6.2020 - 9.2021

- Built the brand identity and app icon for a Sequoia-backed CRM startup that grew to 30,000+ users.
- Designed the App Store product pages, and company website for their first launch, collaborating with an illustrator on website visuals.

Graphic Designer / Sazze / 4.2015 - 9.2020

- Achieved #1 Cica cream ranking on Amazon and recognition as one of [CNN Underscored](#) top 15 skincare products for Meebak, a brand built from scratch including logo, packaging, print collateral, and website.
- Redesigned the DealsPlus app (770K+ downloads on iOS & Android) with new navigation, login/sign-up flows, and interface across 20+ screens.
- Designed partnership case studies one-pager with data-driven visual narratives that supported sales and business development.