

KEXIN CHEN

BRAND COMMUNICATION DESIGNER

AUDIENCE INSIGHT · VISUAL IDENTITY · DIGITAL CONTENT · SOCIAL MEDIA CAMPAIGNS

✉ chloe_chen0510@outlook.com
☎ +61 0403788991
📍 Helensvale, Queensland

EDUCATION

● Griffith University

Bachelor of Design
(Visual Communication)
|2024–2026|

● Helensvale State High School

Queensland Certificate of Education
Completed November 2023

● Prestige Service Training

BSB30120 Certificate III in Business
Completed November 2022

TOOLS

- Canva
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Figma
- Procreate
- CapCut
- Nomad Sculpt
- SketchUp
- Microsoft Office (Word, PowerPoint, Excel)

AWARDS

2023 | Helensvale SHS
Visual Arts in Practice Award

PROFILE

Visual Communication student at Griffith University with 3+ years of freelance experience across audience insight, cross-cultural communication, visual identity, and digital campaign planning. Brings experience in visual design, promotional content, and community communications for digital audiences, with a focus on clear brand expression and audience-aware campaigns.

EXPERIENCE

Freelance Brand & Visual Communication Designer

Self-employed Mar 2023 – Present

- Create branding, campaign visuals, social media content, illustrations and promotional materials.
- Plan projects from audience research and campaign direction through visual production and rollout.
- Produce digital content, including work reaching 500K+ views across platforms.
- Deliver event visuals, merchandise graphics and promotional video content, including an outdoor LED campaign in Mong Kok, Hong Kong.
- Coordinate copywriting, suppliers and project delivery for Chinese and international audiences.

Social Media & Community Lead Mar 2023 – Present

Independent Entertainment Communities

- Manage entertainment communities of up to 180K+ followers.
- Lead content planning, publishing schedules and campaign coordination.
- Write announcements, promotional copy, public statements and community guidelines.
- Handle risk assessment and communication during sensitive or high-pressure discussions.

ITZY_IMAGINEZONE · Jun 2024 – Present · **180K+**

FREENBECKY_RAINBOWHOUSE · Jul 2023 – Early 2026 · **4K+**

KEXIN CHEN

BRAND COMMUNICATION DESIGNER

AUDIENCE INSIGHT · VISUAL IDENTITY · DIGITAL CONTENT · SOCIAL MEDIA CAMPAIGNS

LANGUAGES

Mandarin Chinese — Native
English — Fluent
Japanese — Intermediate
Korean — Basic

REFEREES

Emily Zheng
Government Administration
Australian Government
emily.zheng@outlook.com.au
0427 699 311

PERSONAL INTERESTS

I’m interested in pop culture, idol economy, feminist literature and building and simulation games. I enjoy storytelling through illustration, clay making, video editing, tarot and astrology content. Outside design, I like cooking, studying Japanese, training dogs and learning pet grooming.

Behance:

www.behance.net/kuloe1_star

LinkedIn

linkedin.com/in/kk0510/

Instagram:

@kuloe1_star

EXPERIENCE

Freelance Video Editor

AveNew Realty Group **Early 2024 - Mid 2024**

- Edited promotional and TikTok-style property videos for digital and social platforms.
- Worked independently from client briefs and delivered content to deadline.

Customer Service, Operations & Design Support

WaiWai Dining **Aug 2025 - Present**

- Provide customer service and support teamwork in a fast-paced hospitality environment.
- Assist with purchasing, supplier communication and business materials.
- Create simple promotional graphics, posters and printed materials.

CORE CAPABILITIES

Brand & Visual Communication

Brand Communication · Visual Identity · Graphic Design · Campaign Design · Visual Storytelling

Audience & Digital

Audience Research · Social Media Strategy · Content Planning · Copywriting · Community Management · Cross-cultural

Campaign & Coordination

Campaign Planning · Event Coordination · Community Engagement · Risk Assessment · Supplier Communication · Project Coordination