



EXPERIENCE

U.S

Smarthinkinginc

Art Director
2025-Current, Atlanta, GA

- Led the complete visual direction for Whitetail Club, a luxury real estate brand in McCall, Idaho, covering print, digital, and event marketing campaigns.
- Developed and implemented cohesive visual strategies across print ads, email campaigns, social media, film, and animation.
- Defined and maintained a consistent brand design system, ensuring clarity, coherence, and alignment across all creative assets.
- Managed the entire creative process from concept to execution, delivering visually compelling and brand-aligned solutions.
- Collaborated with internal strategy and marketing teams to translate business goals into impactful design outcomes.
- Oversaw periodic updates to campaign materials, ensuring ongoing visual excellence and consistency across all touchpoints.

Duft & Watterson

Art Director
2024, Bosie, ID, Online

- Led creative development for state-level public safety campaigns for the Idaho and Montana Departments of Transportation, focused on enhancing community safety awareness.
- Directed the full design process — from ideation and concept exploration to final execution — across branding, print, digital, and broadcast media.
- Designed and produced integrated campaign materials, including social media, TV commercials, and print ads, ensuring cohesive visual storytelling.
- Created and launched the official Montana Transportation safety website (engage-mt.org), establishing a user-friendly and visually consistent digital experience.
- Collaborated with strategy and content teams to align visual design with behavioral insights and public engagement goals.
- Delivered multiple creative variations to meet client objectives while maintaining design quality and brand coherence.

Dagger Agency

Art Director
2023, Atlanta, GA

- Collaborated with the Allē team, a loyalty brand under Allergan, to translate strategic insights into engaging social media visuals. Partnered with strategy and content teams to define creative direction and ensure brand alignment across all digital channels.
- Led internal brainstorm sessions with creative team members to establish the visual tone and direction for each campaign.
- Oversaw the entire visual design process, from concept development to execution, ensuring quality and consistency.
- Managed internal review cycles and project tracking to maintain timelines and continuously refine design output.
- Directed daily visual production and ensured all deliverables met brand standards and marketing goals.

China

DIDA Shared Riding Company, Ltd.

Senior UI Visual Designer
2015 – 2017, Beijing, China

- Collaborated with the product department to refine and evolve the brand's visual system during app iterations.
- Designed updated UI layouts and visual elements to enhance functionality and align with new product features.
- Partnered with the marketing team to develop campaign visuals and promotional banners for new event launches.
- Maintained and refreshed the brand's social media presence, designing content to strengthen emotional connection with users.
- Managed and upheld the overall product brand visual identity, ensuring consistency across all digital platforms.

Kingo Advertising and Communication Company, Ltd.

Senior Art Director
2011 – 2015, Beijing, China

- Designed marketing materials for a high-end real estate client, maintaining a consistent and elevated brand identity.
- Collaborated closely with the marketing

Xi Chen

Graphic Design

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strategy team to align creative concepts with campaign goals.

- Created newspaper advertisements, brochures, and promotional posters, ensuring cohesive visual storytelling across all media.

King Harvest Advertisement Company, Ltd.

Art Director
2010 – 2011, Shanghai, China

- Developed integrated campaign strategies for well-known brands including Schwarzkopf, BSH, and Siemens.
- Created cohesive visual identities that aligned with each client's corporate reputation and strategic positioning.
- Ensured all design solutions reinforced brand value and communicated with clarity and consistency across platforms.

3 KOU Branding Management Company, Ltd.

Designer and Senior Designer
2008 – 2010, Shanghai, China

- Designed and maintained visual identities for two leading Shanghai TV channels — the Fashion Channel and Children's Channel.
- Customized each channel's main logo and developed distinct identities for multiple program segments.
- Created comprehensive branding and promotional materials to strengthen each channel's on-air and marketing presence.

EDUCATION

Savannah College of Art and Design SCAD
2022
Atlanta, Georgia
Master of Fine Arts
Graphic Design and Visual Experience

Sichuan Fine Arts Institute 2008
Chongqing, China,
Master of Graphic Design, Honors

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Figma
Adobe XD
Adobe Premiere

AWARDS

C2A Creative Communication Award
(Professional Group)
"The king of the course" Social media campaigns, Advertising ---Winner 2024

C2A Creative Communication Award
(Professional Group)
"Floral Lab" User Interface design, UI&UX design ---Winner 2024

Design Masterprize (Professional Group)
"The great golf expedition" Social media campaign, advertising
---Honorable mention 2024

Design Masterprize (Professional Group)
"Floral Lab" Brand Identity---Winner 2024

Design Masterprize (Professional Group)
"The king of the course" Social media campaigns, Advertising ---Winner 2024

IDA Design Awards
Honorable Mention 2021
"Restore women to history" Multimedia

IDA Design Awards
Honorable Mention 2021
"End Human Trafficking" Print

Google UX Design Professional Certificate
2022

SCAD-Pro. 48 Hours Competition
Finalist 2019

SCAD Achievement
Graduate Scholarship 2018

AFFILIATION

The Professional Association for Design
AIGA
Atlanta, Georgia
Member
2019 – present

LANGUAGES

Mandarin Chinese
English

xixichendesign.com