

Calvin Han

Los Angeles, CA

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Tools

Photoshop / Illustrator
InDesign / Sketch
Pen & Paper

Skills

Art direction
Key art
Concept Design
Packaging design
Brand identity design
Web design
Print design

Work Experience

118 Advertising / Mod Op LLC., Los Angeles — Senior Graphic Designer

Mar 2020 - Sept 2022

Worked as a senior graphic designer with a hand in multiple roles including production, art direction, photography, I was responsible for producing CPG packaging, social media campaign and digital advertising design, key art advertising concepts, print production for flyers, postcards, stickers, banners. I had designed brochures from start to print, brand building, photography touch ups, web UI/UX, and E-blasts/Email Newsletters to name a few.

Freelance Designer

Jun 2018 - Mar 2020

Provide design expertise in a wide variety of projects such as packaging, digital art, photo retouching, and branding material for clients in e-commerce, entertainment, and advertising. Projects include music album artwork, packaging for a sunglasses company's influencer marketing campaign, infographic design for Amazon vendors, and automobile product photography touch ups.

Have Fashion Inc., Los Angeles — Graphic Designer

Oct 2017 - Jun 2018

Worked as the lead graphic designer for a B2B wholesale and e-commerce clothing business. Responsible for onboarding of new products including art direction, product photography and touch ups, as well as managing the company's website.

30Sixty Advertising, Los Angeles — Jr. Designer

Sept 2016 - Sept 2017

Executed branding, advertising, and visual design for media and entertainment industry leaders such as HBO, Netflix, and Hulu. Delivered key art, packaging design, and advertising campaigns for major network shows.

Enrich LA, Los Angeles — Art Direction, Print

May 2016 - Sept 2016

Led the design for a series of curriculum booklets for a non-profit garden-based education program. Collaborated with team experts to produce visuals and content for lesson plans aimed to educate and engage a K-12 audience.

DesignHUB, Los Angeles — Project Manager & Designer

Aug 2015 - Dec 2015

Worked at an on campus "think-tank" that provides creative design solutions such as rebranding and marketing for non-profit organizations. Projects included an emergency handbook for the Los Angeles Fire Department and branding material for Enrich Los Angeles.

Education

Cal State University Northridge — BFA, Graphic Design

Grad date - 2015

Wix.com, New York — Designer, Wix Playground

Jun 2018 - Sept 2018

Selected into a small cohort of designers for a three-month design program focusing on UI/UX, visual storytelling, and content management systems within web platforms. Completed three projects including an online marketing campaign for Tattly, a rebranded website for Brooklyn Fashion Incubator, and a website for a personal passion project.