

Crystal Chen | Design Strategist Brand Experience Designer

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Website: <https://www.crystalchendesign.com>

Education

Parsons - School of Design (ranks Top 1 in the USA)
Master of Science - Strategic Design & Management

New York, US
08/2022 - 05/2024

South China Agricultural University
Bachelor of Art - Environmental Design (GPA 3.94/5.00, ranks Top 20% in major)

Guangzhou, China
09/2018 - 06/2022

Harvard University
Graduate Certificate - Marketing Management & Digital Strategy

Boston, US / Remote
06/2023 - 03/2025

Professional Experience

Cushman & Wakefield

Remote

Intern (Strategy Consultant Department)

07/2023 - 09/2023

- **Market Research with Data Analysis:** Identified opportunities of Lirendong Village (an ancient village in China, 4,700,000m²) by gathering and analyzing the governmental data, location information, competitor cases, and market situation
- **Strategy Development:** Ideated relevant renovation and branding directions for Lirendong Village, contributed to the bidding
- **Visualization & Communication:** Visualized data and information with PS, AI, ID, and Excel, communicated via Teams for cooperations

Gensler

New York, US

Design Strategist (short-term project)

01/2023 - 05/2023

- **Strategy Test & Design Research:** Stress-tested Gensler's framework, Culture of Inclusion, according to Gensler Strategy Team's needs, by observing and interviewing target users. Miro & Mural tools were highly involved during cooperation
- **Strategy Iteration & Prototype:** Designed workplace strategy based on the research and test of the Culture of Inclusion framework
- **Storytelling:** Presented the strategy to Gensler in person

Supernature Labs (SNL, A Regenerative Design & Technology Organization in Architecture and Urban Planning)

New York, US

Brand Design Strategist (short-term project)

03/2023 - 05/2023

- **Market & Stakeholder Research:** Identified SNL's opportunities by testing the "bio-planning" model, and analyzing the future city trend and stakeholders' demands
- **Strategy Design:** Created scaling strategy for SNL by synthesizing informations from market and stakeholder research
- **Visualization & Communication:** Communicated with SNL, visualized and presented the delivery to them

HARBER United Architecture Group - (Website: <https://www.huarchunion.com/>)

Guangzhou, China

Design Strategist & Corporate Branding Lead

08/2021 - 10/2022

- **Brand Strategy & Standard Development:**
 - Devised HARBER's 2022 branding strategies by researching market, competitors and HARBER
 - Formulated HARBER's branding system standards and trained relevant employees to execute the standards
- **Workflow Development:** Constructed company-specific design thinking process and trained relevant employees for daily application
- **Corporate Performance Upgrade:**
 - Directed 2022 award application for HARBER, improved corporate winning rate from 25% to 76%
 - Upgraded HARBER's official website by analyzing user data and behavior, the website is now in-use
- **Team Management:** Directed and managed a 5-person corporate brand strategy team; interviewed, recruited, and dismissed employees

Commercial Space Designer

05/2020 - 07/2021

Engaged in various strategic and spatial renovation design projects of large commercial complexes, retail stores and hotel complexes with a total area of over 100,000 square meters. Most of the hands-on projects were landed during 2021-2022, some of them won design prizes such as INNODESIGN, A'design and IDA.

- **Design Research & Strategy Design:**
 - Developed renovation strategies and spatial solutions for real estate or property management companies by observing and analyzing customers' demands, competitors, and target markets. Some strategies have doubled our clients' profits
- **Spatial, Experience Design & Design Concept Development & Visualization:**
 - Brainstormed with teammates following the design thinking process
 - Generated creative concept, spatial design solutions corresponding to the strategies
 - Developed and iterated the design with various software, such as Photoshop, CAD, Sketch Up, D5 Render, and Procreate
- **Presentation:** Presented to the clients

Certificates & Awards & Skills & Interests

Certificates: Foundation in Design Thinking (certified by IDEO); Foundation in Psychology (certified by Yale University); Inside LVMH (certified by LVMH Group)

Awards: 2022 IDA Design Award (groupwork project); 2022 MUSE Design Award (groupwork project); 2022 A' design Award (groupwork project);

Languages: English, Mandarin Chinese, Cantonese, Japanese (on-going learning)

Software: • **Graphic Design:** Adobe Family (Photoshop, AI, Indesign...), Procreate; • **Space Design:** CAD, Sketchup, 3dmax;
• **Interaction Design:** Figma; • **Co-working:** Mural, Miro, Teams...

Soft Skills: Structuralization and Systemization, User & Market Design Research, Information Synthesis, Visualization (both 2D & 3D), Presentation

Interests: Illustrating Drawing, Pop Music Singing, Musical Instrument Playing