

Bada Chun

Brand & Motion Designer

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<https://www.designbybada.com/>

Summary

Brand & Motion Designer combining functional design with visual problem-solving. Experienced in brand identity, packaging, product illustration, motion graphics and multimedia design for both digital and print. Proficient with Photoshop, Illustrator, InDesign, After Effects, Figma and Adobe XD, experienced in desktop publishing, layout and website design. Delivering polished assets on deadline. BFA from Otis College of Art and Design. STEM OPT authorized for 3 years (no sponsorship required).

Work

- Graphic Design Internship** Jun 2025 - Aug 2025
Mattel, Inc., El Segundo, CA
 - Redesigned book covers, packaging, and brand assets for multiple Mattel children's publishing studio, including Barbie, Hot Wheels. Producing print and production-ready files using Photoshop and InDesign to improve visual cohesion across lines.
 - Collaborated with a cross-functional intern team project to develop a new toy concept, placing 2nd among competing teams in a two-day sprint.
- Graphic Designer** Jan 2024 - Jun 2024
JMT Food LLC., Los Angeles, CA
 - Developed cohesive visual identity and store design for a 1,200 sq ft location, elevating brand presence and supporting franchise growth with a 15% increase in customer engagement.
- Brand Designer** Jan 2023 - Jun 2023
Bored N Stone, Los Angeles, CA
 - Led brand design for the world's first NFT dispensary store, creating a cohesive visual identity across marketing, packaging and merchandise.
 - Produced final art and print-ready files. Prepared templates and brand guidelines in InDesign and Illustrator to ensure consistency across touch points and streamline production with vendors and printers.
- Merchandising Manager** Oct 2019 - Aug 2020
KUMKANG SHOE CO. Ltd, Seoul, Korea
 - Managed product distribution and inventory across 300+ retail stores, 1000+ brand SKU nationwide, maintaining optimal stock levels and supporting sales performance.
 - Analyzed daily, monthly and annual sales data to identify opportunities to improve profit margins and revenue growth.
 - Led quarterly franchise order meetings to align product strategy with market demand and drive business results.

Education

- Otis College of Art and Design** 2026
Graphic Design | BFA in Graphic Design
Minors: Motion Design
GPA: 3.85
- Santa Monica College** 2023
Graphic Design | A.S Graphic Design
GPA: 3.88

Awards

- Otis High Honors** 2026
Otis College of Art and Design
- Otis Dean's List** 2024 | 2025 | 2026
Otis College of Art and Design
- Z Supply Foundation Scholarship** 2025
Z supply foundation
- Otis Presidential Scholarship** 2024
Otis College of Art and Design
- SMC High Honors** 2023
Santa Monica College

Skills

Illustrator, Photoshop, InDesign, After Effects, Cinema 4D, Adobe XD, Figma, SketchUp, Word, Excel, PowerPoint

Language

Korean, Chinese, Japanese