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**MARGIE Y. CHIN**

INTERDISCIPLINARY DESIGNER | DIRECTOR

## EXPERTISE

**Design, direct and execute** engaging, creative concepts, messaging and blended marketing solutions and brand communications integrated across multi-media (internet, social, print, 3D) for diverse markets and demographics. **Partner with stakeholders** toward developing revenue and social profit by establishing industry presence, increasing market visibility, consumer awareness, promoting new services, growth and mission. **Proven core competencies** include proactive, efficient program and resource management; creative team and projects organization under time/cost constraints; effective client interface. Clear written and verbal communicator, presenter, and influencer. Strong interpersonal skills (ENTP) as collaborator, motivator, and mentor. **Digital design skills** in MAC (Adobe CS, QXD) and PC (Microsoft OS).

## EXPERIENCE

## PORTFOLIO

<http://margieychin.wix.com/margiechincom>

**2006 - current**

### **Alden Marketing Group**

Lincoln MA

*Agency specializing in internet and social media marketing solutions for Fortune 500 financial and consumer services clients*

### **Client Accounts Manager | Project Director | Designer**

- Manage client and key stakeholder interaction and project status communications
- Initiate, develop and present design solutions and process to client constituents
- Implement and coordinate timely task flow production of all project team members
- Synchronize exchange of ideas and approach with client constituents and contracted providers
- Oversee cost/budgets, schedules, billing, and contracts negotiation with various vendors
- Analyze user metrics to define client market position, competition, differentiation in landscape

**2004 - current**

### **Chin Communications**

Lincoln MA

*Design consultancy providing creative communications helping businesses and organizations increase growth, profit or awareness (see client list, p.2)*

### **Owner | Strategic Consultant | Project Director | Design Principal**

- Devise promotional and communication strategies for clients to transform market brand visibility
- Present concepts and strategies to key stakeholders and influence marketing decisions
- Unify collective vision, ideas and approach of client constituents and service providers
- Create and execute design solutions and messaging to establish client presence in targeted markets
- Manage project cross-functional team of producers, client managers and vendors
- Develop brand execution and publicity strategy across various media outlets

**1989 - 2003**

### **Allen + Chin**

Boston MA

*Small design firm providing full services in branding design and execution and marketing strategies across multiple media channels: print, digital, 3D for diverse clients and scale. Project budgets up to \$200K+ ranging from startup, mid-size companies, to Fortune 500 corporations, as well as academic institutions and social profit organizations. (see client list, p.2)*

### **Co-Founder | Creative Director | Design Principal**

- Established, maintained and expanded business operations increasing annual revenue
- Generated new business, converting leads to sustained clientele for 10+ years
- Obtained, supervised, and mentored employee staff of 3-4 designers
- Designed, implemented and creatively directed multiple, concurrent projects with staff and clientele
- Initiated and generated creative copywriting/editing, written proposals, vendor contracts
- Purchased and negotiated all vendor services and products (print, media, photography, fabrication, etc.)
- Wrote client proposals, reports, contract and vendor estimate documents

**1982 - 1988**

### **Senior Associate Designer, Bomzer Design Assocs., Boston MA**

*Clients included: Raytheon, Bain Capital, Boston Ballet, New England Electric, Teradyne*

### **Designer | Project Manager, Donovan + Green Marketing Communications, New York NY, large agency**

*Clients included: Mobil Corp., Paine Webber, Brickel, Herman Miller*

### **Designer, Rudolph deHarak Associates, New York NY, mid-size firm [currently renamed Poulin + Morris]**

*Metropolitan Museum of Art, General Foods.*

## EDUCATION

## RECOGNITION

Bachelor of Fine Arts  
**Rhode Island School of Design**  
Full Scholarship Award Recipient

Works recognized in Communication Arts, Print Annual Casebooks and Progressive Architecture and awards received from national design organizations including the Art Directors' Clubs of New York, Boston, and Los Angeles.

## MEDIA SOLUTIONS

announcements  
 advertisements  
 annual reports  
 architectural graphics  
   banners  
   billboards  
   binder casings  
 books & booklets  
 branding systems  
   brochures  
 campaign appeals  
   cd packaging  
   collateral  
   direct mailers  
 email newsletters  
 exhibit catalogs  
   exhibitions  
   environments  
   giveaways  
 graphic identity  
   info brief  
   internet ads  
   invitations  
   logo symbols  
   newsletters  
   packaging  
   pamphlets  
   periodicals  
 product identity  
   profile sheets  
   posters  
   powerpoint  
 quarterly reports  
   retail graphics  
   signage  
   solicitations  
 stationery systems  
   t-shirts  
   vehicle graphics  
 trade show display  
   websites

## CLIENTS

## BUSINESS &amp; INDUSTRY

• **Manufacturing**

Business Interiors  
 Corporate Interiors  
 European Architectural Supply  
 Furniture, Management, & Design, Inc.  
 Herbanario LLC  
 International Business Interiors  
 Merida Meridian  
 Office Furniture USA  
 Pegasus Recycled Workstation Co.  
 Rizzoli Publishers  
 Rourke Eno Paper  
 Triumph Modular Building Solutions  
 Unisource Paper  
 Union Bookbinding

• **Engineering & Utility**

New England Electric System  
 ThermoVoltek Corp.  
 ThermoElectron Corp.

• **Financial**

Fidelity Investments / Time Warner  
 First Essex BanCorp.  
 Grimes & Company, RIA  
 MASSBANK Corp.  
 Massachusetts Thrift Fund  
 Massachusetts Land Bank  
 Pear Tree Funds Advisors  
 Polaris Venture Capital  
 Quant Funds Advisors  
 Robillard Financial Group  
 Stephens Investment Management Group  
 US Boston Capital Corporation

• **Life Sciences | Health**

Boston Scientific  
 Center for Aesthetic + Reconstructive Surgery  
 Cubist Pharmaceuticals  
 Cohen Dermatology  
 Lifeline Systems, Inc.  
 ImmuLogic Pharmaceutical Corp.  
 Manning & McWilliam Orthopaedic Surgery  
 Malden Hospital  
 Tri Behavioral Health

• **Technology**

Bachman Information Systems  
 MIT Lincoln Laboratory

• **Consumer Services | Products****Creative**

Alden Landscape  
 Ashford Witherell Fine Home Renovations  
 Braithwaite & Katz Communications, Music PR  
 Chan Krieger & Associates, Urban Planners  
 Dermady Architects  
 DHE Co., Construction  
 Ficalora New York Designs  
 Hanss Landscape Construction  
 Tappé Associates, Architects  
 Eric Wolf, Artist  
 WorkSpace Designs

**Legal & Management**

Aberdeen Group  
 Quinlan & Sadowski, Attorneys at Law  
 Hampton Development Group

**Specialty**

Beautiful Moi Skin Care Clinic  
 Latady Physician Strategies, Healthcare PR  
 Ocean Acoustical Services (OASIS)

## INSTITUTIONAL

• **Academic Institutions**

Bunting Institute at Radcliffe College  
 Chestnut Hill School  
 Harvard Business School  
 Harvard Human Resources  
 Harvard School of Education  
 Harvard Native American Program  
 Harvard School of Ethics  
 Harvard Medical School  
 Harvard Graduate School of Design  
 Lexington Montessori School  
 MIT Sloan School of Management  
 Radcliffe College

• **Cultural Organizations | Social Profit**

American Institute of Architects  
 Discovery Museum, CT  
 In the Arena  
 Lexington Symphony  
 Lexington Global Warming Action Coalition  
 Little Sisters of the Poor, Holy Family Home PA  
 Massachusetts Coalition for the Homeless  
 Somerville, MA Museum  
 St. Julia Parish, Weston/Lincoln MA