

Canley Chu

Canley is a seasoned creative leader with over 12 years of experience crafting compelling visuals and creative campaigns. Their work spans visual identity systems, integrated marketing campaigns, and digital advertising.

Can is currently an Art Director at Codecademy, leading brand design.

CONTACT

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- Portfolio**
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- Location**
Fairmount
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SKILLS

- Visual storytelling ██████████
- Brand development ██████████
- Creative leadership ██████████
- Creative briefing ██████████
- Project management ██████████
- Graphic design ██████████
- Moodboarding ██████████
- Storyboarding ██████████
- Vector illustration ██████████
- Photography ██████████

EDUCATION

VT BACHELOR OF FINE ARTS
Virginia Tech, 2013

I graduated Magna Cum Laude in Visual Communication Design. I hold minors in Creative Writing and Industrial Design.

WORK HISTORY

CODECADEMY

Art Director • Jan 2022 – Present

I lead a team of brand designers and manage freelance creatives, including illustrators, animators, and video production houses. I drive creative strategy and concepting for multichannel marketing campaigns, producing digital assets like ads, videos, landing pages, emails, and social content. I maintain Codecademy's visual identity while strategically exploring new creative directions to expand the brand's reach.

Senior Brand Designer • Mar 2021 – Jan 2022

Brand Designer • Oct 2019 – Mar 2021

As a senior individual contributor, I was the design lead on 90% of creative projects, which required keen multitasking. I developed design libraries, templates, and systems across various tools to enhance efficiency while ensuring consistency and excellence. I also collaborated closely with writers and designers to deliver cohesive creative solutions.

FREELANCE

Graphic Designer + Illustrator • Mar 2019 - Oct 2019

While freelancing, I handled everything from start to finish—putting together proposals, managing my workflow, and collaborating with stakeholders. I worked with a diverse range of clients, including startups, mobile apps, and nonprofits, on projects like logo designs, infographics, and marketing collateral.

LUSTER

Designer • Apr 2016 - Mar 2019

I joined Luster at its startup phase, collaborating closely with the CCO to evolve its visual identity. I designed marketing materials such as sales decks, case studies, brochures, event signage, social content, and ads.

TRI-COASTAL DESIGN

Packaging Designer • Aug 2015 - Apr 2016

I developed artwork, illustrations, and packaging designs for retail. I effectively communicated with global vendors. My accounts included Target, Claire's, and Toys R Us, and I was actively involved in pitch work.

BRIGADE MARKETING

Designer • Mar 2014 - Aug 2015

I created social media graphics for giants of the entertainment industry (Universal, Sony, Netflix). Examples include statics, gifs, videos, banners, and social skins. I mastered a wide range of graphic styles.