



## FRED Yuanquan Chen

Hello,

I am writing to express my deep interest in the Graphic Designer position at World Vision Australia. As a creative professional with a heart for meaningful storytelling, I am excited about the opportunity to contribute my design skills to an organisation that brings hope and transformation to vulnerable communities.

With over five years of experience in graphic and digital design, I thrive in collaborative, purpose-driven environments where visual storytelling fosters genuine engagement. I consider myself a multidisciplinary digital designer with skills across various design disciplines. In my current role at Royal Freemasons, I led the complete redevelopment of our digital presence. This involved addressing inconsistent branding by systematically unifying visual standards across internal communications, promotional materials, and digital platforms.

I took full ownership of the new website project—from concept to launch—leading all phases, including user experience planning, responsive design, custom coding, original photography and videography, and performance analytics. This comprehensive approach not only restored brand alignment but also significantly enhanced the clarity, accessibility, and professionalism of our digital communications. This project reflects both my creativity and my ability to bridge design and technology to deliver strategic outcomes.

I bring strong proficiency in Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, and Premiere Pro), along with a problem-solving mindset that has earned the trust of colleagues and senior management alike. I enjoy tackling technical challenges and finding creative solutions that enhance efficiency, clarity, and user experience across various design touchpoints.

As a committed Christian, I am deeply aligned with World Vision's mission and values. My faith inspires both my creativity and my compassion—driving me to use design not just to inform, but to uplift and connect. I believe visual storytelling has the power to unite people, raise awareness, and spark action. That's the kind of impact I strive for in my work every day.

I would be honoured to bring my passion for design and my love for people to your team. Thank you for considering my application—I look forward to the opportunity to discuss how I can contribute to your vision.

Warm regards,  
Fred Yuanquan Chen