

GENE CHEN
CHIH YANG CHEN

ART DIRECTION
DIGITAL ART
GRAPHIC DESIGN
PHOTOGRAPHY
3D SCANNING
PHOTOGRAMMETRY
MACHINE LEARNING ART
AI ART

ADOBE CREATIVE SUIT
SPARK AR
BLENDER
ZBRUSH
MAYA
PROCESSING
SKETCH (UI)

ROYAL COLLEGE OF ART
MA VISUAL COMMUNICATION
2015-2017

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ENGLISH
MANDARIN

WORK EXPERIENCE

- 2022-NOW SARA CHYAN JEWELLERY / ART DIRECTOR**
1. Directed and managed all assets, including product shoots, campaigns, show teasers and assets, and other marketing materials.
 2. Collaborated with Creative Directors, Designers, Photographers, and Production Agencies to develop and execute successful marketing campaigns across all social media platforms, including Instagram, Facebook, and Xiaohongshu.
 3. Mentored and guided interns and junior designers.
 4. Successfully presented ideas and campaigns to investors.
- 2020-NOW BLACKDOT CONCEPT STORE / ART DIRECTOR**
1. Creating all branding assets, including logos, packaging, cards, product shoots, and teasers.
 2. Liaised with the collaboration designers and talents to ensure brand aesthetic was consistent across all touchpoints.
 3. Art Directing the social media presence on Instagram, Facebook, and Xiaohongshu.
 4. Designing events and pop-up assets..
 5. Mentored and trained interns and junior designers to improve their skills.
- 2022 SEMI-FAMOUS / FREELANCE ART DIRECTOR**
1. Produced graphic design assets for print and digital mediums.
 2. Finish the project independently.
 3. Collaborated closely with the Senior Art Director and Creative Director to bring projects to life.
 4. Worked with cross-functional teams, including designers, animators, photographers, producers, and copywriters.
 5. Maintained open communication and fostered teamwork to ensure project success.
- 2021-2022 ZEGNA / SENIOR DIGITAL CREATIVE**
1. Spearheaded all digital asset creation. Including collaborating with in-house teams and external agencies.
 2. Worked closely with Design, Marketing, and PR teams to ensure branding assets consistency across channels.
 3. Supported the Creative Lead and Senior Art Director with art direction for campaigns, capsules, and events.
 4. Mentored junior designers and freelancers, providing guidance and feedback.
 5. Delivered presentations to stakeholders to communicate project progress and strategy.
 6. Demonstrated expertise in Graphic Design, Digital Design, Digital Art (3D, AR), and Art Direction.
- 2019-2020 DUNHILL / GRAPHIC DESIGNER**
1. Produced graphic design assets for print and digital advertising and marketing communications.
 2. Developed creative ideas and concepts for marketing briefs.
 3. Conducted image, project, and competition research to inform design decisions.
 4. Contributed to branding and merchandising projects.
 5. Assisted with in-house photo studio setups.
 6. Led the creative direction and production of the Kenta Kobayashi collection assets.
- 2019 BURBERRY / FREELANCE DIGITAL DESIGNER**
1. Conducted design research to inform and improve email designs.
 2. Collaborated closely with the design team to provide improvement suggestions on email designs
- 2019-2021 C HYPER LTD / FOUNDER AND DIRECTOR**
1. Produced high-quality graphic design works for various clients.
 2. Fashion photography for independent fashion brands.
 3. Art Direction for independent fashion brands.
 4. Created 3D-CGI assets for independent fashion brands to enhance their brand image.
- 2017-2018 ROSSO FASHION AND ART EDUCATION / TUTOR**
1. Delivered exceptional tutoring services to students.
 2. Lectured on various topics related to fashion and art education.
- 2017-2018 MORROR AGENT / VISUAL DESIGNER**
1. Created graphic design works for clients.
 2. Visual Communication.
 3. Assisted with the setup of exhibitions and events.
- 2013-2017 FREELANCE GRAPHIC DESIGNER**

PRESS AND AWARDS

- 2020 POSTHUMAN NEW MEDIA ART 2020**
- 2019 ART HABENS MAGAZINE, BIENNIAL EDITION**
- 2019 EXCELLENT PRIZE, NEW HORIZONS YOUNG TALENTS EXHIBITION**
- 2018 ASCENDERS VOLUME.1**
- 2018 AL-TIBA9 ART MAGAZINE ISSUE 02 (SPAIN)**
- 2018 LUNGS PROJECT 2018**
- 2018 GOLD PRIZE, INDIGO DESIGN AWARDS 2018**
- 2018 HONORABLE MENTION, INDIGO DESIGN AWARDS 2018**
- 2018 AESTHETICA FEB-MAY**
- 2017 AESTHETICA DEC-JAN**
- 2017 ARTKLUBB**
- 2017 ARTSTHREAD HIGHLIGHT**
- 2017 SHIFT MAGAZINE (JAPAN)**
- 2017 VICE CHINA**

EXHIBITIONS

- 2020 LIMINAL PAVILION-BANGKOK BIENNIAL 2020**
Montreal, Canada / Bangkok, Thailand
- 2020 SHELTER DOMESTICS VR GALLERY**
Gallery Lane Cove, Australia
- 2020 ONE-OFF MOVING IMAGE FESTIVAL 2020**
Gol, Norway
- 2019 PLAY! DESIGN - YOUNG DESIGNERS EXHIBITION**
Times Art Museum , Beijing, China
- 2019 THE 5TH INTERNATIONAL EXHIBITION ON NEW MEDIA ART**
CICA Museum , Seoul, Korea
- 2019 REMEMBER ME-DIGITAL ARTIST RESIDENCY**
Magdalen Road Artist Studios, Oxford, UK
- 2019 3CM MUSEUM**
K11 Art Space, Shenyang chi, China
- 2019 ONE-OFF MOVING IMAGE FESTIVAL 2019**
Copenhagen, Denmark
- 2019 NEW HORIZONS YOUNG TALENTS EXHIBITION**
Coast Gallery, Zhuhai, China
- 2018 GOLDEN BEE 13 MOSCOW GLOBAL GRAPHIC DESIGN BIENNALE**
Central Artist Hall , Moscow, Russia
- 2018 TILED**
Nollas Gallery, London, UK
- 2018 MEMORIES**
LoosenArt Collection Gallery, Rome, Italy
- 2018 MISSING ELEMENT**
ArtLacuna, London, UK
- 2018 nfc dab GOL NEAR-FIELD COMMUNICATION DIGITAL ART BIENNALE**
Gol, Norway
- 2018 LIQUID ROOMS - THE LABYRINTH**
ITSLIQUID International Art Show, Palazzo Ca Zanardi, Venice, Italy
- 2017 HYPER EATING SPACE**
HKRI Taikoo Hui, Shanghai, China
- 2017 THE WRONG-NEW DIGITAL ART BIENNALE**
Homeostasis Lab, Internet
- 2017 TRIBE17 INTERNATIONAL ART FESTIVAL**
Bargehouse, OXO Tower Wharf, London, UK
- 2017 BLUE MAGPIE EXPERIMENTAL FILM SERIES TAIWAN**
Film Studies Center, Hsinchu, Taiwan
- 2017 ATHENS JEWELRY WEEK**
Art+Jewelry: Intersecting Spaces, Benaki Museum, Athens, Greece
- 2016 HUMAN INSTRUMENTALITY SCHEME**
Hochney Gallery, London, UK
- 2016 TATE-FUTURE LATE: WHAT IS THE FUTURE OF ART?**
Tate Modern, London, UK
- 2016 THE COMMON ROOM**
Hochney Gallery, London, UK
- 2016 YODEX 2015**
Taipei Exhibition Hall, Taipei, Taiwan