



Fiona Chen

SKILLS

Illustration
Graphic Design
Character Design
Prop Design
Concept Art
Background Design
Digital Painting
Visual Development
Storytelling
Sketch

SOFTWARES

Photoshop
Procreate
Illustrator
InDesign
Premiere Pro
AfterEffects
SketchUp
Maya

INTERESTS

Gaming
Anime
K-pop & J-pop
Traveling
Reading
Writing

LANGUAGES

English (Proficient)
Chinese (Native)
Japanese (N3)

CONTACTS

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PROFESSIONAL EXPERIENCE

Illustrator, Weido International Co., LTD Sep 23- Recent

Designed Hololive Production Ocean Ver. promotion store decorations and posts
Designed MoriZakura menu, product price list, and trial card
Made sure all designs are cohesive to Hololive Production and the theme

Art Instructor, West California Academy of Art and Design May 22- Aug 23

Designed curriculum for each student based on their drawing skills knowledge
Taught students about line work, value, and color traditionally and digitally

Illustrator, Amplify Oct 22- Feb 23

Created sketches, line arts, color drafts, and final illustrations for ebooks and website
Made sure illustrations were stylized but wouldn't mislead kids' understandings
Worked closely with the art director on direction to ensure deliveries were iconic

Illustrator, Weido International Co., LTD June- Dec 20

Came up with stories and storyboards of HOOHOOLAB IP short stories
Created line art and colored illustrations for director to review
Used value, lighting and texture to further storytelling for each moment

Graphic Designer Intern, Shenzhen Baoan Design Center July- Sep 19

Worked on graphic design for products collaboratively with product designers
Market and product research to decide the theme, color, and pattern
Worked closely with mentors and the team to ensure the brand and theme are clear

EDUCATION & HONORS

Concept Design Academy June 23- Recent

Analytical Figure Drawing, Oct - Dec 23

Understood human anatomy by breaking down human form and structure
Learned proportion, gesture, weight, form and design figure

Character Design 2, June- Aug 23

Created character design for anime *Escaflowne* with historical references
Established character archetypes by creating visual design themes, costume and prop
Sketched, ideated, and developed character concepts

Art Director/ Lead Graphic Designer, Hult Prize at UCL Sep 22- Mar 23

Created visual identity and came up with comprehensive designs
Designed brochure and social media posts for the director to review

ArtCenter College of Design Sep 17- Dec 21

Scholarship UG Sep 17- Dec 21

Provost List Jan- Apr 19

Art Director, USC Short Stacked Advanced Game Production Sep 19- Apr 20

Designed prop and environment style guides for 3D modelers
Discussed references, moodboards and style guides with director
Came up with UI designs for UI designers to implement
Created illustrations for cut scenes and props in the game