



**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

### **CL International Forwarding Agency** Apr 24- Present

Designed and printed stickers for frozen food products  
Worked with director and created flyer designs for moon cake festival  
Created designs for Christmas and New Year posters

### **Illustrator, Weido International Co., LTD** Sep 23- Dec 23

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- Dec 23

#### *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  
Created illustrations for cut scenes and props in the game