

ADAM CHEN

ART DIRECTOR

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EDUCATION

Fashion Institute of Technology

Communication Design, AAS

Sep 2016-May 2019,
New York

Advertising and Digital Design, BFA

Sep 2019 - May 2021,
New York

Entered student competitions such as the **One Club, New Bloods,** and **Young Lions.**

EXPERIENCE

Sablier Watches

July 2022 - Aug 2022

Designed postcards and store takeaways using photography and graphic elements for advertising new products for a young brand .

Volk Optical, Inc

Feb 2022 - Mar 2022

Video editing and art direction for Red Dot Award submission for innovative new product. 2022 award winners.

Netflix

An interactive AR face replacement concept in order to create an interactive and personable experience in everyday household movie watching.

American Museum of Natural History

UX/UI redesign changing in person navigation for visitors of all ages and accessibilities in order to modernize an iconic and memorable museum experience based on real, in-person interviews.

CitiBike

A conceptual commercial using the story of “The Tortoise and the Hare” to promote CitiBike as the go-to method of transportation in urban environments.

Purp

A fashion rebrand concept embedding slick, modern urban wear with leading technology to simplify and improve everyday live and needs without sacrificing looks.

Personal Assistant

Professor Richard Brown

Mar 2017 - July 2017

Organized and edited photography and copy of celebrity interviews for future book.

Outback Steakhouse

Host, Take-Away

Feb 2015 – Feb 2018,
New York, Alpharetta

Led and coordinated the host station during rushes.

Filled any empty roles to guarantee a smooth service.

SKILLS

After Effects

Premiere

Illustrator

Photoshop

Final Cut Pro

Video Production and Editing

Media Encoder

Audition

Campaign Design

Camera, lighting, audio
equipment

Graphic Design

InDesign

XD

Prototyping

Mockups

UX/UI Design

Microsoft Office

Google Suite

Dreamweaver

HTML/CSS

Blender

