



Chieh Cheng (Jade)

Senior 3D/2D Motion Designer | Creative Director | Marketing Branding and Social Content Creator

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SKILLS

- Computer Skills: Blender, Adobe Creative Suite (After Effects, Photoshop, Illustrator, Premiere, Lightroom, Firefly), Substance Painter, Davinci Resolve, Procreate
- Creative Field: 3D/2D Motion Graphics, Animation, Art Directing, Storyboarding, VFX, Illustration, Video Editing
- Language: English, Mandarin

EDUCATION

- School of Visual Arts, Computer Arts, New York City, NY, USA – MFA, 2018-2020
- National Cheng-Chi University, Economics, Taipei City, Taiwan – MA, 2009-2012

EXPERIENCES

HTC VIVE; New Taipei City, Taiwan; Feb. 2023 - present

Assistant Manager | Senior Motion Graphic Designer | Marketing Branding and Social Content Creator

[HTC VIVE Reel Link](#)

- Seamlessly integrated a diverse skill set, including animation, motion graphics, VFX, and video editing, to create compelling 2D/3D social content to promote the brand and products.
- Maintaining brand consistency, fostering collaboration and support between the creative director and team members, and directing creative content independently.
- Demonstrated versatility and multitasking by efficiently delivering high-quality content for social platforms and significant product launches, handling diverse requests from pre-production to the post-production stage, all within tight deadlines, and maintaining excellent quality standards.
- Leveraged AI for creative process enhancement, participating and awarded in internal AI Hackathons Competition and evaluating new technologies for workflow integration.
- Engaged in continuous skill development and contributed animations for company events to enhance the brand image.

Olily Exhibition International Co. LTD; Taipei City, Taiwan; Nov. 2020 - Jan. 2023

2d/3D Motion Graphic Designer

- Managed storyboarding, animatics, look development, 3D/2D motion graphics, illustration, VFX, and video editing.
- Developed pitches for diverse projects: GMORS, Taiwan Lantern Festival, Taiwan Power Company, Tourism Bureau, and National Palace Museum's Southern Branch.
- Created 2D/3D motion graphic openings for "All About Art" documentary series and Food Taipei Exhibition.
- Collaborated on a 3D motion series for Live Podcast Show, designed 3D openings for MEET TAIWAN, and contributed illustrations for multiple exhibitions.

Freelance Designer; TechNews Inc.; Taipei City, Taiwan; Jan. 2019 - Nov. 2020

- Designed infographics for CITIC Telecom International, VIVOTEK INC., and Cadence Design Systems; published on various platforms.
- Achieved high engagement with one Facebook post receiving over 1,000 likes and 100 shares.
- Streamlined communication and design revisions, improving project efficiency and accelerating the process by one month.

Account Coordinator; LINE Corporation; Taipei City, Taiwan; Feb. 2016 - Aug. 2016

- Reviewed contracts, coordinated approvals, and organized tracking for Official Accounts and Sponsored Stickers; supported advertisement business team.
- Managed communications with clients and colleagues in Japan and Korea; addressed advertising materials, campaign schedules, and purchase orders.
- Compiled campaign performance data, tracked invoices, and assisted Korean IT team in testing a new operation system; provided quarterly sales reports.

Assistant Analyst; TrendForce Corporation; Taipei city, Taiwan; Jan. 2013 - Jul. 2015

- Delivered Quarterly Financial Reports and Monthly Street Price Books, summarizing the financial health of panel makers and pricing trends.
- Produced Monthly Market Trend Reports, offering insights into the panel industry's dynamics and economic trends, and launched the Monthly Market Snapshot.
- Contributed to growing a WeChat platform's user base from 1,000 to 9,000 over two years, with a consistent monthly increase of 365 users..

PROJECTS

Freelance 3D Motion Graphic Designer; OOHA Beverage Marketing Campaign;

Agency 1011 team, Jan. 2024 - Present

- Motion Designer of creating 3D still Key Visuals and Animation for Coca-Cola Co's Sparkling Beverage

Freelance 3D Motion Designer; Client: VT Markets; Dec. 2023 - Present

- Art director/ 3D Motion Designer of producing branding video for the client.

Freelance 3D Artist; Clients: HUU (@instant_huo) and P8 (@plan8t); Sep. 2022 - Oct. 2022

- 3D artist of "HUO tsò" Online Art Residency Program.

Freelance 3D Motion Designer; Client: The Charites; Taiwan; Jun. 2022 - Aug. 2022

- Art director/ 3D Motion Designer of producing 3D product commercial animation for the brand.

Freelance 3D Motion Designer; Client: Vuse Alto E-cigarette; United States; Jun. 2022

- Art director/ 3D Motion Designer of a collaborated 3D commercial animation for the brand.

Guest Lecturer; Host: Central Academy of Fine Arts (CAFA); June 12, 2022

- Guest lecturer of the course "Creative video production: Motion Graphics, creative thinking, and visual storytelling,".

[Personal Project Link](#)

SHORT FILM

- Art Director/ Animator, "Kuan & Sunny Wedding Animation," screened at Grand Hyatt Taipei – Nov. 14, 2021

HONORS

- Art Director/ Animator, Dynamic Machines 3D Render Challenge, 2nd place international – Jul. 2021
- MFA Computer Arts Awards for academic and creative excellence – Fall, 2018 & 2019