

## **TING YU CHEN**

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Objective: Great ability on both logical thinking and aesthetic design, and a good team player with the fantastic capability to accomplish tasks.

### **WORK EXPERIENCE**

#### **Artist Assistant, Ming Hung Yen Studio**

08/2009- ongoing | Freelance

As an artist assistant, I am responsible for researching in new media technology and user behavior in public space and museums. My primary role is in:

- \* Ideas conception, brainstorming
- \* Research in interactive art, new media technology, LED lighting technology and user behavior.
- \* Liaise with the LED lighting systems and solutions company, Traxon Technologies Ltd.

#### **Flash Designer, Tag Worldwide**

09/2009 – Present | Freelance

- \* Create and adapt flash animations for rich media banners.

#### **Interaction Designer at Skyron Ltd**

01/2008-09/2009 | Permanent

At Skyron, I was involved in the production of websites, microsites, CMS, digital advertising campaigns, games and interactive presentations. My key roles included:

- \* Ideas conception, brainstorming, and prototyping.
- \* The development of user centred interfaces in conjunction with an Information Architect
- \* Usability testing and assessment
- \* The design and development of dynamic Flash animations
- \* The design and creation of company branded Interactive Presentations, Powerpoint and Word Document templates.

#### **Graphic Designer, Taipei Zoo**

07/2004 - 08/2004 | Freelance | 2004 Taipei Animal Festival

- \* Graphic designer for promoting animal festival in Taipei Metro system: carriage appearances, compartment posters, Metro entry and street flag.

### **Graphic Designer, Miss Chen Nursery School**

06/2003 - 02/2004 | Freelance

- \* Designed the CIS system and its mascot, schoolbag, uniform, school bus, and stationery.
- \* A counselor for the visual interior design project.

### **Digital Designer, Siluo Council**

10/2003- 02/2004 | Freelance | Siluo Bridge Digital Art Festival

- \* Designed a series of digital products and graphic, which includes multi-purpose Identification card, digital memory card, wireless tour headset, festival poster, and CD cover design.
- \* Managed the exhibition plan with local council

### **Graphic Designer, Taipei Rapid Transit Corporation**

2003 (two-week project) | Freelance | The Corridor for Taiwanese Artists

- \* Worked as a design assistant for curator Ming Hung Yen on visual design and exhibition planning.

### **Kun-Siang Industrial CO. LTD.**

05/2002 - 09/2003 | Part-time

- \* Worked as a part-time graphic designer assistant for retouching photos, and designing company DM, brochures, layout, liaising clients, and all pre-printing production responsibilities.

## **EDUCATION**

### **University of Arts London: London College of communication**

#### **MA in Interactive Multimedia**

10/ 2006 – 09/ 2007

- \* Accomplished various projects as part of a team.
- \* Developed good time management skills: Have met all coursework deadlines
- \* Developed high skill usability testing in interaction design.
- \* Completed a 10,000-word dissertation on interactive public art.

### **Tainan University of Technology(2 year program), Taiwan**

#### **BA in Visual Communication Design**

09/ 2003 – 06/ 2005

- \* Gained excellent technical skills in: graphic design; animation; computing and web design.
- \* Developed high creativity, excellent research and design interpretation skills.

**Ling Tung University, 5 year College, Taiwan**

**College Diploma in Visual Communication Design**

09/ 1999 – 06/ 2004

\* Gained excellent technical skills in: graphic design, painting; spatial design; photograph; video editing; computing; web design.

\* Developed high creativity, and design interpretation skills.

**COMPUTER SKILLS**

Operating platform work with PC and Mac systems

- Professional in Adobe Photoshop, Illustrator, InDesign, CorelDraw, Flash, Flash Lite, Dreamweaver, Director, Acrobat, Microsoft Office, Visio, OmniGraffle
- Good at After Effect, Final Cut Pro, Corel Painter, SketchUp, 4D Cinema.
- Programming Language: Actionscript , Lingo, HTML, PHP, CSS

**EXHIBITION and AWARDS**

2007 Menageries 06/07 Exhibition, London College of Communication, London.

2005 New Designer Exhibition, Taipei World Trade Centre, Taiwan

2004 1st Prize, Tainan University of Technology 40th Anniversary Celebration Logo Competition.

2003 Silver Prize, Celebration of the 280th anniversary of Changhua county Wine Package Design.

2003 Siluo Bridge Digital Art Festival, Taiwan.

2002 Residence Conceptual Exhibition, FonYan Culture Center, Taiwan.

2001 1ST Prize, Ogilvy Company The Times Special Advertising Award.

1999 Outstanding Work, Kuomintang (Chinese Nationalist Party) Volunteers Division logo Design Competition.

**OTHER QUALIFICATIONS**

09/2006 – 12/2006 University of Arts London  
(Central Saint Martins College of Art and Design)  
Introduction to Spatial Design

**REFEREES AVAILABLE ON REQUEST**