



SHWENN

SHWENN CHANG

551-233-3961

shwennya@gmail.com

www.shwennya.com

Motion Graphics | Art Direction | Multimedia | 3D

I'm an innovative art director and motion design artist based in New York. Renowned for my multidimensional approach to design, I have reconfigured myself as a "multidimensional" designer.

With 8 years of experience in creative, I specialize in conceptualizing, designing and integrating motion graphics with multiform digital techniques such as 2D/3D animation, projection mapping, Generative AI, VR, AR, and interactive, in tandem with cheerful and unique style of design to bring the compelling experience through creative storytelling.

Senior Motion Designer / Art Director ___ Advertising

- ◆ **Anchor Worldwide** 2021-2024
 - ◇ Executed the end-to-end process of brainstorming, pitching, designing, and producing diverse creative campaigns using motion graphics, and aligned with clients' goals to enhance audience engagement.
 - ◇ Collaborated with creative directors and clients to refine production proposals and executed the complete spectrum of various motion production from ideation through to completion.
 - ◇ Established an in-house motion graphics pipeline and workflow, effectively coordinating with multi-disciplinary team members to ensure seamless integration across creative processes.
 - ◇ Led and delegated motion tasks to junior members and provided constructive feedback to the creative team, fostering a collaborative and productive work environment.

Motion Designer ___ Interactive / UI UX / Multimedia

- ◆ **Gallagher & Associates** 2018-2021
 - ◇ Led and executed the end-to-end process of motion design for digital interactive and immersive exhibition, designing and animating 2D/3D motion and UI/UX assets to create compelling user experiences that harmoniously blend digital technology including integrating VR and projection mapping, with physical elements.
 - ◇ Established an in-house motion production pipeline, reviewed project plans and timelines, and provided feedback to cross-functional teams, including content researchers, UX designers, exhibition designers, technologists, and AV integrators.

Motion Designer ___ Advertising

- ◆ **Some Spider Studios** 2018-2018
- ◆ **AKA NYC** 2017-2018
 - ◇ Designed and animated a range of motion assets, incorporating live action VFX compositing, 2D and 3D animations for pitching, branding packages, TV spots, advertisements, web series, and media content.

Motion Designer ___ Broadcast

- ◆ **CNN** 2017-2018
 - ◇ Designed style frames, created storyboards and animatics, and produced final animations in various CNN on-air graphics including the titles sequence, explainers, GFX, VR 360 videos and graphics package.
 - ◇ Created and designed various motion assets to enhance compelling storytelling on the CNN website, in pitching, digital campaigns, and internal presentations.

Composer / Motion Designer ___ Commercials, Films, TV Shows

- ◆ **Hornet** 2016-2016
 - ◇ Collaborated with art directors and 2D illustrators to animate characters and motion graphics, creating final videos for TV commercials and web series.
 - ◇ Compositing image sequences across live-action commercials, 2D/3D animations, and stop-motion films, integrating diverse digital elements like animations, background plates, rotoscoping assets, graphics, and special effects (SFX).

Skills

Creative direction, Art direction, Ideation, Storytelling, Motion graphics, 3D/2D animation, 3D rendering, VR/AR motion design, Projection mapping, Compositing, UI/UX design, Graphic design, Branding.

◇ Software

Adobe Creative Suite, After Effects, Photoshop, Illustrator, Premiere, Cinema 4D, Octane Render, Redshift Render, PIXERA, Unity3D, Daz3D, Maya, Zbrush

◇ Programming

HTML, CSS, JAVA Script, C++, VB, ASP.NET, SQL

Education

- ◆ **Google UX Design Professional Certificate** In Progress
Offered by Google, Grow with Google
- ◆ **PIXERA Level 1 & Level 2 Certificate** 2019
Evolve Academy, Las Vegas, NV
- ◆ **M.F.A. Computer Art** 2017
School of Visual Arts, New York, NY
- ◆ **M.S. Industrial Engineering and Engineering Management** **focusing on 3D | Virtual Reality | Augmented Reality** 2012
National Tsing Hua University, Hsinchu, Taiwan

Recognitions

- ◇ SXSW 2021 Film Festival — Official Selection — "A Promise Kept" & "Don't Forget Me" — A VR 360 film Experience 2021
- ◇ 2020 AAM Muse Award | Bronze Award for Onsite Digital Experience | Red Team at the International Spy Museum 2020
- ◇ 2020 MUSE Creative Award | Platinum | Experiential & Immersive | Sazerac House 2020
- ◇ 7 International Winner Awards, 9 Finalists & Nominations, 2 Semifinalists, and 83 Official Selections — "Expiration Date" Animated Film 2017-2019
- ◇ Celebrating Pride Online Exclusive Interview: THE ARTISTS FORUM. New York. 2020
- ◇ Exclusive TV Interview: THE ARTISTS FORUM:AFTV, New York. 2017
- ◇ Fluid Horizons Exhibition, New York. 2017

Publications

- ◇ "Augmented Reality-based Design Customization of Footwear for Children" 2012
Journal of Intelligent Manufacturing, Vol. 24, No. 5, pp. 905-917. (SCI)
- ◇ "Product Customization Design Technologies in Consideration of Manufacturability" 2012
NTHU Thesis