BRENDA CHEN

brendachen.design@gmail.com | http://www.brendachenart.com/ @elevatedtrash

WORK EXPERIENCE

Freelance - brendachenart.com — Los Angeles, CA
Creative Director, Consultant, Technical Artist — Jan. 2022 - present

- Develop visual content for immersive experiences, interactive media, live entertainment, and virtual performances spanning concept development and 3D production.
- Projects include 2D/3D animations, holograms, virtual avatars, real-time motion capture, concert visuals, digital environments, key art, storyboards, and stage design.
- Clients include Verizon, XIX Entertainment, Ice Spice, Shrek Rave, Meta, Tool, and more. Mapped LED screens and VJed at Hard Summer, The Avalon, The Palladium, etc.
- Help clients implement generative AI tools to accelerate content creation workflows.

Nike — Los Angeles, CA
Innovation Design Director, Global Brand Experience — Nov. 2022 - Apr. 2024

- Design direction, concepts, and strategy for immersive experiences and gaming for Roblox, Fortnite, 2K, and more.
- Developed and pitched creative techniques for storytelling in digital spaces.
- Served as a creative and technical liaison between internal teams and external production partners.

Wave XR — Los Angeles, CA
Creative and Broadcast Director, Technical Artist — Jun. 2019 - Jan. 2022

- Directed Justin Bieber (VMA nominated), John Legend, and Jauz live interactive virtual concerts.
- Collaborated with Artists' teams to create virtual representations of their brands and stories.
- Led internal and external artists and engineers bridging creative, engineering, and broadcast teams.
- Directed mocap shoots, rehearsals, and live broadcasts/performances.
- Worked across the full show pipeline from concept art to 3D production as the lead artist for The Weeknd, Dillon Francis, and Alison Wonderland shows.

Oculus — Los Angeles, CA
Chrysalis VR| Creative Director and Technical Artist — Jun. 2017 - Sept. 2018

- Led development of *Chrysalis*, a VR puzzle adventure game, collaborating with writers, engineers, artists, and composers.
- Designed characters and environments, worked across the 3D asset creation pipeline, and programmed interactive functionality.
- Awarded the Oculus Launchpad Grant in 2017. Shipped game onto the Oculus Store Sept. 2018.

USC Mixed Reality Studio — Los Angeles, CA
Santiago: A Multi-Sensory VR Art Installation | Creative Director and Technical Artist — Oct. 2016 - Apr. 2017

- Led and collaborated with a team of designers, engineers, animators, and composers.
- Exhibited at IndieCade, VRLA, the J. Paul Getty Museum, and Tokyo Geidai Games Exhibition.
- Defined visual aesthetic and narrative, designed characters and environments, and worked across the 3D asset creation pipeline.

FEATURED PROJECTS

Are We There Yet - XR Education Web Series with Meta and Keke Palmer | Speaker | 500K+ collective streams | Jan. 2023
Breonna's Garden - AR Installation Tribute to Breonna Taylor | Technical Artist | Tribeca Film Festival | Jun. 2021
Opal - Interactive Projection-Mapped Light Bath| Creative Director | Public Art Installation in LA| May 2019
Getty Underworld - Projection Mapping the Getty Villa | Designer, Projection Artist | Public Art Installation in LA | Jan. 2019
The Under Presents - Tender Claws Live Immersive Theater VR Game | Technical Artist | Sundance, SXSW | Aug. 2018
ROTO Pasadena - Projection Mapping Pasadena | Animator, Projection Artist | Public Art Installation in LA | Aug. 2016

SKILLS

Technical Art: 3D modeling, texturing, rigging, 2D/3D animation, lighting, rendering, mocap, 3D real-time visuals, VJing
Applications: Unreal, Unity, Maya, Blender, Cinema4D, Adobe Creative Suite, TouchDesigner, Keynote, Resolume, Substance 3D

EDUCATION

University of Southern California - Trustee Full Tuition Scholarship Recipient
Bachelor of Arts, Animation and Digital Arts, Video Game Programming