

# BRENDA CHEN

Immersive Media Director | opaltats@gmail.com | <http://www.brendachenart.com/>

## WORK EXPERIENCE

### Nike

Los Angeles, CA

#### **Innovation Design Director, Global Brand Experience**

Nov. 2022 - present

- Design direction, concepts, and strategy for immersive experiences and gaming.
- Develop and pitch techniques to elevate sports marketing and storytelling in digital spaces.
- Creative and technical liaison for internal design / marketing teams and external partners / production teams.

### Freelance - brendachenart.com

Los Angeles, CA

#### **Immersive Media Director, Concert Visual Designer, Consultant, VJ**

Jan. 2022 - present

- Creative direction, art direction, creative strategy consulting, content creation, VJing / live visual performance.
- Projects include stage holograms for live shows, virtual avatar creation for social media platforms, realtime motion capture, concert visuals, 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.

### Wave XR

Los Angeles, CA

#### **Broadcast Director / Show Director**

Jan. 2022 - Jun. 2019

- 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.
- Directed mocap shoots, rehearsals, and live broadcasts/performances.
- Led large teams of outsource and internal artists and engineers.
- Served as the creative and technical liaison between creative, engineering, and broadcast teams.
- Creative contributions and key art for The Weeknd, Dillon Francis, Alison Wonderland, and more.
- Worked across the entire show pipeline (concept art, realtime 3D content creation and production, live broadcast and performance).

### Oculus

Menlo Park, CA

#### **Chrysalis VR | Creative Director and Technical Artist**

Jun. 2017 - Sept. 2018

- Led a large team of writers, engineers, artists, and composers (spanning five time zones) to develop "Chrysalis," a VR puzzle adventure game.
- Defined visual aesthetic and game narrative, designed characters and environments, worked across the 3D asset creation pipeline, wrote code for interactions, and managed a large budget.
- Awarded Oculus Launchpad Grant in 2017. Shipped game onto 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 domestically and internationally (Indiecade, VRLA, J. Paul Getty Museum, Tokyo Geddai Games Exhibition, etc.).
- 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

**Art:** Full 3D Content Creation Pipeline, Character and Environment Design, Projection Mapping, 2D/3D Animation, VJing, Traditional Art (Illustration, Painting, Sculpture, Pottery, Screen Printing, Mold Making, Rug Tufting)

**Applications:** Unreal, Unity, Maya, Cinema4D, Blender, 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