

BRENDA CHEN

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WORK EXPERIENCE

Freelance - brendachenart.com

Immersive Media Director and Creative Consultant

Los Angeles, CA
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, concept art and storyboards, key art and marketing 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.

Nike

Innovation Design Director, Global Brand Experience

Los Angeles, CA
Nov. 2022 - Apr. 2024

- Design direction, concept art, key art, storyboards, branding, style guides, mood boards, interaction design, and marketing strategy for immersive experiences and gaming for Roblox, Fortnite, 2K, and more.
- 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.

Wave XR

Creative and Broadcast Director

Los Angeles, CA
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.
- Served as lead artist for show visuals and marketing materials 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

Chrysalis VR | Creative Director and Technical Artist

Los Angeles, CA
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

Santiago: A Multi-Sensory VR Art Installation | Creative Director and Technical Artist

Los Angeles, CA
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 Gedda 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