

# BRENDA CHEN

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

## WORK EXPERIENCE

### Nike

#### Innovation Design Director

Los Angeles, CA  
Nov. 2022 - present

- Design direction and strategy for immersive experiences and gaming

### Freelance - brendachenart.com

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

Los Angeles, CA  
Jan. 2022 - present

- Creative direction, art direction, creative strategy consulting, and content creation
- Clients include Verizon, XIX Entertainment, Ice Spice, Meta, Tool, Teleportal, etc.

### Wave XR

#### Broadcast Director / Show Director

Los Angeles, CA  
Jan. 2022 - Jun. 2019

- Creative directed Justin Bieber (VMA nominated), John Legend, and Jauz interactive live virtual concerts
- Directed mocap shoots, rehearsals, and live broadcast and performances.
- Lead large teams of outsource and internal artists and engineers and served as the liaison between the content and broadcast teams.
- Creative contributions and key art for The Weeknd, Dillon Francis, Galantis, Alison Wonderland, and more.
- Worked across the show creation pipeline (concept art, 3D modeling, texturing, lighting, vfx, animation, shaders, rigging, scripting tools, live VJing)

### Oculus

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

Menlo Park, 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.
- Oculus Launchpad Grant Recipient 2017. Game shipped on 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 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

**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, Animator | 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 | Designer, Animator | Public Art Installation in LA | Aug. 2016

## SKILLS

**Art:** Character and Environment Design, 3D Asset Creation (Modeling, Texturing, Rigging, Lighting, VFX), Shaders, Projection Mapping, 2D/3D Animation, Traditional Art (Illustration, Painting, Sculpture, Screen Printing, Mold Making)

**Applications:** Unreal, UEFN, Unity, Maya, Cinema4D, Substance Painter, TouchDesigner, Adobe Creative Suite

**Languages:** C++, C#, Cg/HLSL | Fluent: English | Conversational: Cantonese | Beginner: French, Japanese, Mandarin

## EDUCATION

**University of Southern California - Trustee Full Tuition Scholarship Recipient**

Bachelor of Arts, Animation and Digital Arts, Video Game Programming