

BRENDA CHEN

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

WORK EXPERIENCE

Freelance - brendachenart.com

Los Angeles, CA

Immersive Media Director and Consultant

Jan. 2022 - present

- Creative and art direction for various unannounced XR projects, NFT collections, and installations
- Consulting for various Metaverse platforms and virtual concert companies

Wave XR

Los Angeles, CA

Broadcast Director / Show Director

Jan. 2022 - Jun. 2019

- Creative directed Justin Bieber, 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

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.
- Oculus Launchpad Grant Recipient 2017. Game shipped on 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 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.

VT Production Design

Los Angeles, CA

Animator

Jun. 2016 - Jan. 2017

- Designed and built assets for interactive installations for Google and Nike
- Created sets and virtual lighting plans for EDC and Hard Summer
- Animated 2D and 3D VJ content for Dillon Francis and Martin Garrix

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: Unity, Unreal, 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