

JADE CHEN

ART DIRECTOR

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EDUCATION

VCU Brandcenter
MS in Business/Branding,
Art Direction
Aug 2022 - May 2024

Cannes Lions School
Roger Hatchuel Academy
Jun 2023

School of Visual Arts
Continuing Education
Brand Design, Typography
Jan 2021 - Aug 2021

New York University
BA in International Relations (Honors),
East Asian Studies
Magna Cum Laude



SKILLS

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Art Direction · Illustration · Graphic Design · Motion Design · Brand Identity · Concept Development · Typography · Photo Editing · Video Editing · Mandarin Chinese · Spanish · and believe it or not, venture capital fund accounting

EXPERIENCE

Erich & Kallman San Francisco, CA
Art Director Jan 2024 - Present

Responsibilities include concept development (television, digital, social, nontraditional), layout design, moodboards and image selection, and assisting Creative Directors, Design, and Production in ensuring visual integrity of projects. Collaborate with directors, photographers, and editors on production. Have worked on automotive, food & beverage, financial services, and tech brands.

**Office of the Provost,
Virginia Commonwealth University** Richmond, VA
Communications Graduate Assistant Sep 2022 - Dec 2023

Assisted communications team with website management and social media content creation. Organized and promoted events to faculty and student body. Created graphics for print and digital presentation materials.

Erich & Kallman San Francisco, CA
Art Director Intern May 2023 - Aug 2023

Support Creative Directors in concepting and brainstorming, essentially functioning as a junior team. Collaborate with Design and Production departments, as well as other creative teams.

Carta New York, NY
Implementations Accountant II Sep 2021 - Jul 2022

Onboarded historical financial data of venture capital funds (AUM 5M to 50M) onto Carta platform. Liaised between sales, account manager and fund administration teams. Worked directly with VC founders and CFOs to showcase Carta capabilities and features.



LIKES

city pop · hypocycloids · the Portland Timbers · video games · coffee shops · nostalgia for the mid-2000s decentralized internet · sci-fi films · attending soccer games in new cities + countries