



# 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



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. Have worked on automotive, food & beverage, 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