

# EXPERIENCE

## Freelance - Art Direction, Set Design & Production

Paris. 2024 - 2025

Set & space design for fashion shows and performances

### Set design projects :

- **ZG Generation** SS26 Fashion Show, Campaign & e-com
- **Judassime** SS26 Fashion Show
- **Salt Murphy** Digital campaign & e-com
- **Isabelle Marant** x IFM digital campaign

### Performance & Installations projects :

- **Edgeline Magazine** Launching issue
- **Forensics x Gegen Berlin** Music party
- **SXSW London Festival x Wairth Club** Music festival

## Cultural & Artistic Institutions - Mediation & Strategy

Paris & Bourges. 2018 - 2024

Mediation, communication & ressource development

Artistic programming support

**Transpalette Art Center (Emmetrop)** Bourges.

**Bourse de Commerce Pinault Collection** Paris.

# INTERNSHIP

## Art Direction & Brand / Creative Studios

**8iGB Community** — Intern, Art Direction & Brand Strategy

Paris - 2025

Brand strategy, communication & event production

**022397BLUFF** — Intern, Art Direction & Content Design

Paris - 2024

Visual content, community management & brand communication

**SIMURGH (Textile)** — Intern, Art Direction / CGI / Marketing

Taoyuan, Taiwan - 2023

Brand strategy, CGI, campaign production, growth initiatives performance tracking, Inventory & production follow-up

**BT Creative** — Intern & Freelance, Retail & Spatial Design

Paris - 2022

**JCA Architecture** — Junior Architectural Designer (Intern)

Taipei, Taiwan - 2021

Architectural design, Interior design

# EDUCATION

## Master degree - Digital Environment Design (DSAA)

**Olivier de Serres**, Paris. 2023-2025

Interactive & narrative digital experiences

## Bachelor's Degree - Art, design & media

**Sorbonne Panthéon Saint-Charles**. 2022-2023

## Bachelor's Degree - Architecture & Space Design (DN MADE)

**École Boulle**, Paris. 2019 - 2022

**Helio Chen**

## Spatial & Digital Environment Designer

### Art Direction & Brand Identity

Paris - France

Taipei - Taiwan

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PROFILE

Multidisciplinary designer working across spatial, digital and brand environments. Experienced in art direction, set design and immersive experiences for fashion, art and cultural projects.

# EXPERTISE

## Art Direction & Brand Strategy

Creative direction • visual identity & narrative development

## Smart & Functional Textile Innovation

Technological R&D, production @ market positioning through product image (Award-winning innovations (WinCool, Geneva International Exhibition of Inventions))

Spatial, Set & Experience Design  
Architecture • scenography • exhibition • retail environments

## 3D, CGI & Visual-Time Production

3D, CGI & Digital Production  
3D modeling • rendering • interactive & real-time environments

Adobe CC • AutoCAD • SketchUp • Rhino • Vray • Blender • DazStudio • Unity • Unreal Engine • TouchDesigner • Spark AR • Ableton • Pure Data • HTML/CSS/JS