

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

022397BLUFFF — 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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FR / EN / 中文



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