

Eddie Chu

Art. Design. Code.

EDUCATION

Hunter College, New York, NY, MFA Art. 2003.

Rhode Island School of Design, Providence, RI, BFA Painting. 1998.

SELECTED EXPERIENCE

Art Director | HBO

Performed as design and branding lead for Digital and Social marketing for high-level and future shows (esp. Game of Thrones, Westworld, Vinyl, Silicon Valley, etc..). Conceived web, social and UX big ideas. Made presentations for new projects that wished to innovate new digital trends (e.g. 360 vids, VR, Projection-maps, Lifestreaming, etc..). Designed identity, UI, and social media posts for various shows on all social platforms. Feb 2015 – Present

Sr. Art Director | Bossa

Played leading role for pitches and campaigns. Conceived web, social and UX big ideas. Made creative presentations for new business, including Kraft, Allstate and Coke. Designed identity and web interfaces for French Toast Crunch on responsive web platforms. Oct 2014 – Dec 2014

Sr. Art Director | Imaginary Forces

Designed interaction, branding, and UI interfaces for top sports brand on app and responsive web platforms for Desktop, iPad, iPhone, and Android. Created programmatic work flows to automate and direct production, engineering, and editorial teams. Oct 2013 – Sep 2014

Sr. Art Director | Organic

Designed interaction and storyboards for Visa branding, particularly focussing on social media for responsive web (multiple break-points), iPad and iPhone. Sep 2013 – Oct 2013

Sr. Art Director | MRY

Developed and researched design inspirations, web aesthetics, and UX standards to develop storyboards and strategic position for Tylenol branding. Jun 2013 – Jul 2013

Sr. Art Director | Patch

Designed branding strategies, interaction, and UI interfaces for social media products on mobile app and web platforms. Occupied lead creative position to inspire emotional design and vision. Coordinated with engineering teams in NYC and Palo Alto. Oct 2011 – Jul 2012

Art Director / Technologist | McGarryBowen

Designed interaction, branding, and UI for campaign and social media projects for Verizon, Droid, Sharp, and Chase. Illustrated moodboards to inspire branding concepts and strategy. Programmed interactive motion and camera frameworks for prototypes and final pieces. May 2010 – Mar 2011

Art Director / Creative Programmer | R/GA

Designed branding, interaction, UI, and storyboards for all platforms for wide range of clients, including Nike, SCJohnson, Verizon, Mastercard, and HBO. Designed and programmed prototypes for apps, web, mobile, digital signage, and retail. Provided unique inspirational presence on teams and required a mixture of artistic intuition, programming, and creative thinking. Jun 2007 – Apr 2010

Sr. Designer / Developer | Greater Than One

Designed branding, UI, and interaction for web and mobile for healthcare brands. Aug 2006 – Mar 2007

Sr. Designer / Developer | JWT

Designed interaction, branding, and UI for Pfizer, Cadbury-Adams, Kleenex, and Rolex. Animated deliverables and prototyped for web and games. Jan 2004 – Apr 2005

SKILLS / AWARDS / LECTURES

Apps

Adobe CS (CC, Photoshop, Illustrator, Dreamweaver, InDesign, AfterEffects, and Flash), Final Cut Pro, Corel Painter, Poser, Bryce, Maya, Keynote, Powerpoint.

Mobile

Apple iOS7+. Android 4.0+ (Ice Cream Sandwich, Jelly Bean, KitKat). Apple and Android HIG. UX/UI prototyping tools.

Code

Object-Oriented Programming (OOP), Javascript, JQuery, Angular, CSS, Bootstrap, HTML5, Canvas, HTML, Actionscript 3.0, Processing, JSON, XML.

Awards

2013 Microsoft Art Collection
2012 Design and Art, Rhode Island School of Design.
2007 Artist Roundtable, Rush Arts Gallery, NYC.
2003 Christoph Merian Stiftung, Basel, Switzerland.