

C H E N WEILIAN

L A R T
D I R E C T O R

S K I L L S

Graphic design, Branding design, Packaging design, Motion design, UI/UX design, Layout, Communication strategy, Social media management, 3D modeling, Web design, AR design, Urban sketch



E X P E R I E N C E

2021-2023 | ARCSOLU - Work-study program in Paris (France)

Art director / Product owner / Project manager

- Art direction and UI/UX design of software such as FidYo!, FidYo!Kiosk, MiiPos and KDS
- Graphic design and copy-strategy on visual identity of the company and on social networks
- Graphic design of the company mascot
- Team management of 5 (2 developers, 2 communicators, 1 graphic designer) on the development of the official website of MiiPos
- Printing of print materials
- Management of products and communication strategy
- Participation in NF525 certification audits and the preparation of the necessary documents
- Project management on the drafting of internal and external documents

2020 | PSG ACADEMY - Freelance project in Paris (France)

Graphic designer

- Graphic design of the flyer/registration form for the U16 summer camp

2019 | MANDARIN VOYAGES - Internship in Paris (France)

Graphic designer / UI/UX designer

- Graphic design of posters
- Participation in the development of Wechat mini-program

2018 | CHINA CENTRAL TELEVISION - Internship in Beijing (China)

Graphic designer assistant / Editor assistant

- Participation in the editing and editing of video sources for the World Cup and the U23 Asian Cup
- Translation of French and English sources
- Management of social media accounts

C O N T A C T

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E D U C A T I O N

IIM | 2021 - 2023

Master course, Art Direction major

IIM | 2018 - 2021

Bachelor course, Creation & Design major

ESILV | 2016 - 2018

Preparatory engineering course

Jean de la Fontaine High School | 2013 - 2016

General baccalaureate Scientific serie

L A N G U A G E S

English : Fluent

Chinese : Native language

French : Bilingual

