

KO-HSIN CHEN

SENIOR CONCEPTUAL DESIGNER / ART DIRECTOR

M: 0432 289 299 E: KO.CHEN@LIVE.COM U: HTTP://KODESIGN.ME

A: UNIT 1 84-86 CONCORD ROAD, NORTH STRATHFIELD, SYDNEY 2137

Conceptual, creative, and highly skilled in design.

Having completed Award School 2020, a highly regarded creative course that produces some of the best art directors / copywriters, Ko-hsin (or Ko for short) adds yet another skill to her growing list of abilities within the creative field.

With more than twelve years of experience in the industry, she has the breadth and depth to work across all facets of advertising/marketing and design. Working for many of the biggest and best agencies across Australasia, she is more than comfortable crafting consistently and efficiently across any brand, adapting and building to any guidelines with a sharp eye for design, proactively generating ideas, whilst thriving under constant and immense pressure.

Although trained in bigger agencies, she also has experience working for smaller boutiques and startups, understanding business needs and adapting and adjusting pro-actively to grow a business. She cares for and enjoys building relationships with her clients and is more than comfortable presenting her thoughts and ideas aloud.

Her creative skills are not all computer based either. She is tactile and has a love for tangible packaging, having designed and built props for many retail brands, directing shoots, and inspiring visual merchandise displays in store,

HIGHLY SKILLED IN:

INDESIGN, PHOTOSHOP, ILLUSTRATOR,
SKETCH, XD, INVISION, UI/UX DESIGN,
CONCEPTING, ART DIRECTING,
STORYBOARDING, PAPER ENGINEERING,
KEYNOTE, RETOUCHING, GOOGLE
SLIDES / DOCS, MICROSOFT
POWERPOINT / WORD.

EDUCATION

Award School Sydney 2020

The University of Auckland
Bachelor of visual Arts
Majoring in Design 2009

The University of Auckland
Introduction to Psychology and
Philosophy 2007

REFERENCES

Dave King: Co-founder of WolfKing / +61401 720 550 / dave.king@wolfking.com.au

Danni Sweeting - MD Sweeting Studio / +61419 835 374 / danni@sweetingstudio.com.au

Josh Moore - Former CCO Y&R ANZ / +6427 895 2075

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EXPERIENCE

PRESENT

2018

Senior Conceptual Designer / Art Director (freelance)

Working for an array of agencies including DDB, The Idea Shed, Sweeting Studios, Helicopter Creative, WolfKing, Channel Nine, This is BD, MyHouse etc to help win new businesses, crafting new design assets, conceptualising ideas, and executing brand campaigns across all mediums.

2018

2017

Senior Conceptual Designer at The Crowd Co.

Conceptualising and designing innovative social content, directing photoshoots and video content for The Crowd Co's biggest clients.

2016

2013

Senior Designer at Y&R Auckland

Brand ambassador for two of the largest clients at Y&R Auckland. Work included client management, brand development, UI/UX Design, concepting ideas, art directing shoots, building brand guidelines, designing and executing omni-channel campaigns.

2013

2008

Designer at Ogilvy Auckland

Key designer for their new OgilvyAction sector designing innovative experiential promotional marketing across Pernod Ricard, Pharmacy Brands, and Restaurant Brands. Integrated designer across both studio print and digital department across corporate monthly content.

BRANDS I HAVE WORKED ON

COLES, WESTPAC, MCDONALDS, FITBIT, THE AGENCY, WOOLWORTHS REWARDS, BIG W, BWS, DEVINE, SKYCITY, TELSTRA, BAYER, WESTFIELD NEW ZEALAND, HRV, POSTIE PLUS, PANASONIC, MICROSOFT, CALTEX, ELECTRICITY AUTHORITY, ANIMATES, THE CO-OPERATIVE BANK, LAND ROVER, JAGUAR, BREAST CANCER CURE, NOVII/VISION, WORLD TELEVISION, PERNOD RICARD, ABSOLUT VODKA, BRANCOTT ESTATE, CHURCH ROAD, STONELEIGH, WILD TURKEY, SKYY VODKA, JAMESON, MALIBU, HAVANA CLUB, JACOB'S CREEK, G.H.MUMM, CHIVAS, RESTAURANT BRANDS, CARL'S JUNIOR, KFC, THE CAKER, AUCKLAND COUNCIL, PHARMACY BRANDS, LIFE PHARMACY, BP, GRIFFIN'S FOODS, SANITARIUM, BRISCOE GROUP, REBEL SPORTS, BRISCOES, LIVING & GIVING AND MORE...