

# Ginger Chen

ART DIRECTOR & BRAND MANAGER

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## SUMMARY

After six years of graphic/web/packaging design at a small design studio and two international corporations, I help to start three small business – an outdoor fashion/accessories company in the US, a pop art gallery in Taiwan, and a ski school in Japan.

The sport fashion inspired face masks I designed were one of the bestselling masks during the pandemic. The art gallery in Taiwan became one of the most popular pop art and designer toy galleries in Asia. And the ski school I helped found hosts customers from all over the world to enjoy one of a kind winter vacations in Japan.

Currently, I am a ceramic toy artist and show/sell my work online and at toy shows. I also design and sell other creative products on Etsy. Sharing my passion and inspiring people on social media is an important part of my creative life.

After all these experiences, I am very familiar with project management, product design, sourcing, packaging design, graphic design, product and lifestyle photography, online shop management, sales and customer services, and social media management/marketing.

Currently I am looking to be a part of a big idea again. If you think my experience and skills might be what you are looking for, please contact me!

## PROFESSIONAL EXPERIENCE

### Art Director & Project Manager

ASTREA CAVIAR  
Pasadena, CA  
2021-2022

Astrea Caviar is a luxury caviar ecommerce brand that imports high quality caviar from a boutique farm in China. At Astrea, I developed gift sets, redesigned all packaging and accessories, and created new products. I also monitored/reported on online sales, managed the ecommerce website, and provided customer services as needed. My major responsibilities included:

- Brand management; Graphic & web design; Packaging design
- Product development; Product photography for social media & campaigns
- Online sales & warehouse management; Sales presentations & pitching

### **Co-Founder & Art Director**

WRONG GEAR SPORTS  
Beverly Hills, CA  
2009-Present

Wronggear's target market is winter sports lover and airsoft players. We design and manufacture our own products. My job is designing the product line including face masks, clothing, bags and trade show giveaways. My major responsibilities are as following:

- Product & clothing design
- Graphic design for web and print
- Package design & development
- Internet & trade show design and sales
- Social media management; Influencer/athlete outreach & management; Event planning

### **Co-Founder & Art Director**

CROSS SHRED SNOW SPORTS  
Hakuba, Japan  
2015-2019

Cross Shred Snow Sports is a ski and snowboarding school in Japan. My main responsibilities were designing ad material, website, and social media management. I also did creative writing about traveling in Japan and school events. Additional responsibilities are as following:

- Graphic design for web and print
- Event planning; Social media management
- Snowboarding & ski instructor; Management of instructors

### **Co-Founder & Art Director**

WRONG GALLERY TAIPEI  
Taipei, Taiwan  
2013-2015

Wrong Gallery is the most well known pop-surrealism gallery in Taipei, Taiwan. The gallery exhibits artwork related to pop art, movies, animation, comics, and art toys/collectibles.

My major responsibilities were:

- Gallery branding, signage, and collateral design
- Exhibition curation; Event planning and hosting
- Artist outreach & management; Art buying & commissioning
- Graphic (posters & print ads), web, and toy design
- Creative writing; Media relationship management

### **Web Designer**

SUNRIDER INTERNATIONAL  
Torrance, CA  
2006-2009

- Multimedia sales training program development
- Web design; Animation design

### **Web & Graphic Designer**

ETTV AMERICA  
City of Industry, CA  
2003-2006

- Graphic & web design
- Packaging design

## **EDUCATION**

### **Master of Fine Arts, New Media Art**

Academy of Art University, San Francisco, CA

### **Bachelor of Arts, Industrial Design**

Shih Chien University, Taipei, Taiwan

## **SKILLS**

- Graphic Design
- Web Design
- Package Design
- Product Development
- Public Relations
- Social Media Marketing

## **INTERESTS**

- Toy Art/Design & Collecting
- Craft Design & Marketing
- Fashion & Costume Design
- Movie & Animation Design
- Snowboarding & Skiing; Yoga & Pole Fitness; Wakeboarding; Rock Climbing

## **CERTIFICATIONS**

- CASI (Canadian Association of Snowboard) Level 1 Snowboarding Instructor
- AASI (American Association of Snowboard Instructors) Level 1 Snowboarding Instructor
- Xpert Aerial Hoop Level 1 Instructor
- Xpert Pole Fitness Level 1 & 2 Instructor