Kelly Chiu 邱 筱元

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	EDUCATION		EXPERIENCE
06.2018	California Polytechnic State University San Luis Obispo, California BFA Art and Design: Graphic Design concentration Cum Laude	07.2024 –	Freelance Art Director Klick Health APAC team, SG Working on the MSD GARDASIL® 9 account.
	RECOGNITION	02.2024 - 07.2024	Art Director Leo Burnett Taipei, TW
2024	Campaign Brief The Work Asia		Responsible for the Škoda account on their social and branding content. Creative concepting for
	Nominated		TVC, digital film and social posts.
	Times Awards Taiwan Best Film in Channel Marketing Gold	10.2021 – 10.2023	Associate Art Director Ogilvy Taipei, TW Created impactful campaign concepts and
2023	4A Creative Awards Taiwan Best Viral Digital Campaign Bronze Best Film Campaign Series Silver		scripts; defined and oversaw art direction on campaigns; created designs and key visuals; refined brand identities and optimized social media presence through design and effective creative strategies. Main accounts (PX Mart, Coca-cola, Hawley & Hazel)
2022	4A Creative Awards Taiwan Best Film Campaign Series Gold	08.2019 - 09.2021	Associate Art Director Dentsu Creative
2020	4A Creative Awards Taiwan Best Digital Visual Design Silver Best Creative Website		Taipei, TW Created impactful campaign concepts and scripts; defined and oversaw art direction on campaigns; created designs and key visuals. Main accounts (Uniqlo, Amway, Yamaha, LINE)
	Bronze Best Digital Interactive Campaign Honorable Mention	12.2018 – 06.2019	Graphic Designer 2Tigers Design Studio Taichung, TW
2018	California College Media Awards Best Color Advertisement First Place		Visual design on various brands for print, environmental graphics, and social.
	Best Online Campaign First Place	12.2018 – 03.2019	Freelance Graphic Designer ICRT Radio Taipei, TW Created various assets for both internal purposes and event promotions.
	CERTIFICATIONS	06.2016 -	Ant Director
TOEIC 985 / TOEFL 106 / GEPT Advanced Level		06.2018	Art Director Mustang Media Group San Luis Obispo, California, US
LANGUAGES Fluent in — Mandarin and English			Led design team of 5; created deliverables for clients and Mustang Media Group; editorial design for publication.
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SKILLS Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere) Figma, Blender, Final Cut Pro, Midjourney		04.2016 - 06.2018	Graphic Designer KCPR Radio San Luis Obispo, California, US Created posters for shows, events and other promotional materials. Created illustrations for

articles on KCPR.org