

Kelly Chiu 邱筱元

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ART DIRECTION + GRAPHIC DESIGN

KELLY@KELLY-CHIU.COM

EDUCATION

06.2018 California Polytechnic State University
San Luis Obispo, California
BFA Art and Design:
Graphic Design concentration
Cum Laude

RECOGNITION

2024 Campaign Brief The Work Asia
Nominated

Times Awards Taiwan
Best Film in Channel Marketing
Gold

2023 4A Creative Awards Taiwan
Best Viral Digital Campaign
Bronze
Best Film Campaign Series
Silver

2022 4A Creative Awards Taiwan
Best Film Campaign Series
Gold

2020 4A Creative Awards Taiwan
Best Digital Visual Design
Silver
Best Creative Website
Bronze
Best Digital Interactive Campaign
Honorable Mention

2018 California College Media Awards
Best Color Advertisement
First Place
Best Online Campaign
First Place

CERTIFICATIONS

TOEIC 985 / TOEFL 106 / GEPT Advanced Level

LANGUAGES

Fluent in — Mandarin and English

SKILLS

Adobe Suite (Photoshop, Illustrator, InDesign, After Effects,
Premiere) Figma, Blender, Final Cut Pro, Midjourney

EXPERIENCE

07.2024 – Freelance Art Director
Klick Health
APAC team, SG
Working on the MSD GARDASIL® 9 account.

02.2024 – Art Director
07.2024 Leo Burnett
Taipei, TW
Responsible for the Škoda account on their social
and branding content. Creative concepting for
TVC, digital film and social posts.

10.2021 – Associate Art Director
10.2023 Ogilvy
Taipei, TW
Created impactful campaign concepts and
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)

08.2019 – Associate Art Director
09.2021 Dentsu Creative
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)

12.2018 – Graphic Designer
06.2019 2Tigers Design Studio
Taichung, TW
Visual design on various brands for print,
environmental graphics, and social.

12.2018 – Freelance Graphic Designer
03.2019 ICRT Radio
Taipei, TW
Created various assets for both internal
purposes and event promotions.

06.2016 – Art Director
06.2018 Mustang Media Group
San Luis Obispo, California, US
Led design team of 5; created deliverables for
clients and Mustang Media Group; editorial
design for publication.

04.2016 – Graphic Designer
06.2018 KCPR Radio
San Luis Obispo, California, US
Created posters for shows, events and other
promotional materials. Created illustrations for
articles on KCPR.org