

bryce chan

ART DIRECTOR

contact

bcjaxchan@gmail.com
(904) 469-9430

portfolio

brycechan.art

bio

Art director and
illustrator with a knack
for storytelling and a
passion for uplifting
communities through
creativity and design

skills

- Adobe CC
- Art Direction
- Design
- Autodesk Maya
- Brand Strategy
- Concepting
- Figma
- Illustration
- PaintTool Sai
- Procreate

awards

AAF Most Promising
Multicultural Student
Class of 2021

MAIP Project
2021 Finalist
Digitas

2020 Finalist

education

University of Florida

Bachelors of Sciences - Advertising

Minor in Digital Arts and Sciences

Overall GPA: 3.85/4.0

experience

Art Director

Argonaut NYC | Nov. 2021 - Present

- Clients: Cricket Wireless, Quilted Northern, Achieve Financial, RFK Human Rights Organization, New Business
- Art directed TVC production
- Oversaw animation and illustration for TikTok workstream
- Illustrated and produced final assets for TikTok creative
- Streamlined production process for illustrated socials
- Awarded 2022 Employee of the Year

Art Direction Intern | MAIP 2021 Fellow

Energy BBDO | Summer 2021

- Clients: Extra, Herradura Tequila, Scrubbing Bubbles, Off! Bugspray, PearleVision, Raid, Mars Food
- Created concepts and produced ads for digital, print and OOH
- Storyboarded and directed content for international clients
- Collaborated with interns and juniors to ideate for agency-wide environmental initiatives
- Coordinated MAIP intern creative team for two full-scale spec campaigns for competition

Illustration Mentee

Uber Mentorship Program | Spring 2021

- Designed Uber Eats assets and compositions for B2B usage
- Developed and refined illustration technique and practice

Creative Lead

The Agency at UF | 2019-2021

- Clients: Coca-Cola, Amazon Social, Microsoft, City of GNV
- Managed creative department for full-service student run agency focusing on Gen Z content for clients
- Resourced talent and spearheaded communication regarding creative output across clients
- Coordinated creative recruitment and onboarding for copywriting, design and production teams

Art Director | MAIP 2020 Fellow

Multicultural Advertising Internship Program | Summer 2020

- Participant in MAIP's 2020 Virtual Engagement Program
- Competitively selected among 600+ applicants
- Collaborated with fellows on integrated campaign work for Mindshare, Publicis NY, and Dentsu Aegis Network