

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
- Video Editing

awards

AAF Most Promising
Multicultural Student
Class of 2021

MAIP Project
2021 Finalist
Digitas

education

University of Florida

Bachelors of Sciences - Advertising | *Minor in Digital Arts and Sciences* | 2021

Overall GPA: 3.85/4.0

professional experience

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
- Ideated and executed creative concepts for global platform
- 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
- Oversaw all creative client production
- Art director and contributing designer for full-scale branding identity for a Gen Z telecom service company
- Coordinated creative recruitment and onboarding for copywriting, design and production teams
- Concepted and illustrated for content for clients and internal branding

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