



HEVAN CHAN

ART DIRECTION // DESIGN

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WWW.SOULBLEND.COM

Award-winning Art Director, Motion Graphics Artist, and UX Designer with over 15+ years expertise in creating innovative and engaging user experiences for businesses and brands. I am a dedicated team-player who brings an innovative and original approach to any project. I believe that the more challenging the task the greater the end result.

★ WHO I'VE WORKED WITH

The New York Times, Apple, Adobe, Microsoft, Diageo North America (Crown Royal, Ketel One, Baileys, Johnnie Walker, Don Julio, George Dickel), Anheuser-Busch (Bud Light, Budweiser, Shock Top, Michelob Ultra), Pepsi Co., Verizon Wireless, Optum, Altice, Office Depot/Office Max, The Athletic, America's Biopharmaceutical Companies, JUST Capital, Forbes Media, BMW, Pepperidge Farms, JP Morgan Chase, MoneyGram International, Nestle Waters North America, Neutrogena, Johnson & Johnson, Bristol-Meyers Squibb.

EDUCATION

University of the Arts // Philadelphia, PA
Graduated with BFA in Multimedia

Maryland Institute, College of Art // Baltimore, MD
Areas of study: Graphic Design

SKILLS

Creative Design + Art Direction

Adobe Creative Suite – Photoshop, Illustrator, InDesign, Lightroom; Concepting and leading brainstorms for new business and pitches.

Motion Design + Animation

Proficiency in Adobe After Effects, Cinema 4D, Adobe Premiere Pro, Adobe Audition, Ableton Live; Create and deliver motion graphics in various media including web, mobile, etc.

User Experience + User Interface Design

Proficiency in OmniGraffle, Sketch; Creating highly detailed wireframes; Rapid prototyping; User flows, personas and scenarios; Usability testing; Sitemaps



PROFESSIONAL EXPERIENCE

Motion Graphics Designer // Altice USA

Long Island City // November 2020 - Present

Worked closely with the marketing and creative teams to bring complex and dynamic storyboards to life. Whether it was producing content for social and broadcast or creating motion graphics templates, I ensured and maintained the integrity of the Altice USA brand.

- Prepared, encoded and trafficked content for Altice USA's social channels on desktop and mobile.
- Utilized complex techniques such as keying and rotoscoping for a wide variety of projects.

Motion Graphics Designer // VMLY&R

New York City // January 2017 - May 2020

Worked closely with the Art Director and Copywriter teams to produce highly complex and engaging motion graphics and animations for a diverse array of media, including smartphones, tablets and the web. With my background in Art Direction and Design, I also created detailed storyboards which I would present to our clients and, subsequently, begin animating upon approval.

- Worked with the account team and the client to understand the project scope and objectives.
- Participated in brainstorming sessions to share new design perspectives and ideas, and provided accurate time estimates for each part of the process.
- Assisted in selecting appropriate audio, graphic and animation styles for the project.
- Encoded, converted and edited videos and added effects/elements to enhance motion graphics.
- Researched advancements in animation as well as new technologies and techniques, contemporary trends in production design and popular music to deliver cutting edge work.

Senior UX Designer // Young & Rubicam

New York City // February 2016 - January 2017

Defined business requirements by identifying the target demographic, and understanding the project's objective and goals. My highly-detailed wireframes were influential in guiding the flow and navigation of each page for both desktop and mobile platforms. I worked closely with my team to establish user personas and flows, and complex site maps, to produce interactive, information-based experiences that the client's user base could easily navigate and understand.

- Developed pages commensurate with brand guidelines across North American markets
- Created actionable and intuitive design flows by developing a site-map and high fidelity wireframes
- Prototyped visual design concepts, designed icons, and provided solution for a new navigation system, resulting in a better user experience
- Collaborated with the development team and provided strategic direction to develop and test the products being produced for each client.

Senior Art Director // VaynerMedia

New York City // October 2014 - October 2015

Produced unique and engaging content for global brands such as Johnsons & Johnsons, Crown Royal, Ketel One, and Bud Light across all of their social media platforms. I was responsible for maintaining brand consistency throughout all projects with my team of copywriters, designers and junior-level art directors. In addition to my design work, I worked with a small video team and a group of actors to create successful pitch work for Diageo North America that won VaynerMedia six high-profile accounts - Johnnie Walker, Don Julio, Crown Royal, Ketel One, George Dickel, and Baileys.

- **Johnson's Baby** - Created and maintained a global style guide that outlined the correct and proper use of typography, iconography, colors and photography for the brand. Other agencies and companies used this style guide to produce and execute content not only for social media but also for print, television commercials, and banner ads.
- **Don Julio & Johnnie Walker** - Worked as creative lead for a two-day, off-site shoot in New York, New Jersey and Mexico to produce two compelling videos that reinforces both brand's messaging. Both videos were used in a successful pitch to Diageo North America.



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PROFESSIONAL EXPERIENCE

Senior Art Director // [Showtime Networks](#)

New York City // April 2013 - October 2014

Produced and created interactive experiences for original Showtime content such as Dexter, Ray Donovan, Homeland and Showtime Championship Boxing for desktop, mobile and tablet platforms.

- To celebrate the launch of Showtime's original new series, Penny Dreadful, I created Live Wallpapers for Android mobile devices. By simply touching their screens, users could electrocute a beating heart, trace a line of blood across a map, or create cracks in a wall that sent spiders scurrying onto the screen.
- Responsible for the design and layout of SHO.com microsites and unique pages across all platforms (desktop, mobile, tablet).
- Working collaboratively with the development and tech teams, I constructed wireframes for the redesign of different pages, components and experiences on SHO.com, SHO Sports, and Showtime Anytime.
- Created and maintained the SHO.com style guide for all platforms to ensure brand accuracy and consistency across all projects.

Interactive Designer // [mcgarrybowen](#)

New York City // March 2011 - April 2013

Worked as the creative lead on the redesign of DroidDoes.com for desktop and mobile devices. During this two-month project, I worked closely with the Executive Creative Director, Steve Hicks, to produce an interactive experience that immersed users in the world of Droid. The redesign not only helped drive sales of all Droid smartphones but positioned the Droid brand as a serious competitor for the iPhone.

- Designed, produced and executed the smartphone game, Droid Combat. This location-based game allowed users to create their own robots, customize its weaponry and armory, and engage other users in aerial combat. My work on this project was featured in a television commercial used to promote the game.
- Created designs and storyboards for the Droid Razr Maxx HD animated banner campaign. The idea was to position the Razr Maxx HD as a state-of-the-art handheld device that could withstand damage, utilize Google apps to increase productivity, and allow customers to shoot and capture HD content.

Senior Designer // [LBI IconNicholson](#)

New York City // October 2008 - March 2011

- Collaborated with the UX team to lead the redesign of the MoneyGram International website. This project involved months of extensive research into the competition (Western Union) as well as conducting interviews to learn how consumers' felt about sending and receiving money online.
- Designed and executed the Neutrogena mobile app that allowed customers to research and purchase their products online. By utilizing the smartphone GPS and camera, customers could locate where products were sold nearby and scan the UPC code to learn more about each product.
- Worked with the strategy, development and tech teams to update and maintain Nestle Water North America's e-Commerce website for all of their bottled water and flavored beverage brands.

Art Director/Senior Designer // [Magnet Media Films](#)

New York City // October 2006 - October 2008

- Worked with the video team to produce original streaming content showcasing musicians, artists, and producers such as T-Pain, A-Trak, Erykah Badu, DJ Rap and Stefan Sagmeister.
- Designed and created packaging for training DVDs for all Apple and Adobe products (Creative Suite, Logic Pro, Final Cut Pro). These DVDs were sold in retail stores like the Apple Store and Tekserve, and were used by industry leaders and teachers.
- Maintained and archived all podcasts and videos for the company's branded pages on iTunes and YouTube.