

CINDY LIU WEN HAN

ART DIRECTOR DESIGNER ANIMATOR

Taiwanese based in Paris, France

www.cindyashes.tv

cindyashestv@gmail.com

www.linkedin.com/in/cindyashes



SUMMARY

19 years of remarkable experience as a designer, animator and art director for motion graphics, broadcast promos, channel brandings, music videos, projection mappings, film/movie opening titles, CG product videos and photographs, lifestyle commercials and interactive visualizations.

Proficient in concept development, visual storytelling, art direction, design from still to motion and 2D/3D animation for broadcast, advertising and film.

Great sense in design, colour and typography.

Leadership abilities to supervise/direct design and production teams.

Good interpersonal, analytical, verbal and written communication skills.

EXPERIENCE

Freelance Designer & Art Director

Paris

August 2017 - Present

Freelance remotely for design and creative studios, production companies, ad agencies and TV stations locally and internationally. Services include conceptualising, designing, scripting, art-directing and working closely with a team of animators, illustrators, composers, editors and 3d artists. Specialised in branding, logo design, graphic design for print, motion graphic design for broadcast promos, product videos, infographic videos, music videos and commercials. Notable clients include Lenovo, ThinkPad, Panasonic, Sony, Android and Channel News Asia.

Art Director at HMX MEDIA

London

December 2014 - July 2017

Responsibilities include concept, art direction, design and animation. Work closely with the creative directors on conceptual level. Lead and art direct teams of animators, illustrators, composers and 3D artists from concept through finish. Oversee video and photo shoots. Notable clients include Google, Lenovo, Sony, Panasonic, Alcatel, Philips, Teufel, Audi and Renault.

Freelance Motion Graphics Designer & Art Director

Paris, Taipei

December 2013 - November 2014

Freelanced remotely for creative studios, ad agencies, tv stations and production houses with the likes of JL Design, Mediacorp TV, Cheerful Scout, Immersive. Clients included Adidas, Chase & Status, Zedd, Academy of Motion Picture, Airwick, HSBC, E&Y and Lenovo. Performed services from concept, design, art direction to 2D animation. Worked closely with and art direct animators and 3D artists.

Freelance Motion Graphics Designer & Art Director

Taipei, Barcelona, Paris

October 2012 - November 2013

Freelanced remotely for creative studios, ad agencies, tv stations and production houses like Immersive, Syntax CGI, Al Jazeera, Cheerful Scout and Lifelong Friendship Society. Clients included Jason Mraz, Lenovo, Arabal, Samsung, Microsoft and E&Y. Performed services from concept, art direction, design to 2D animation.

Freelance Motion Graphics Designer

Milan, Singapore, London

April 2011 - September 2012

Freelanced on site and remotely with creative studios and tv stations like Angelsign Studio, Syntax CGI, Duke & Earl, Immersive and Lights & Shadows. Clients included HBO, TGCOM 24, Mediaset, Panasonic, Sony, Lenovo, Audi, Asia Square and Al Jazeera. Performed services from concept, art direction, design, 2D animation to 3D modelling, lighting and animation.

Creative Director at MOJO

Singapore

June 2009 - March 2011

Responsibilities included working independently on smaller projects from concept, design, 2D to 3D animation. Worked closely with and art direct a team of designers, animators and 3D artists for large scale projects such as promo campaigns, channel brandings and pitches. Primarily involved in most of the branding pitches on conceptual and design level. Commenced to create and design the opening and ending credits for local films. Internal job scope also included multi-handling a number of projects in different creative stages while overseeing and directing junior designers on their own projects from start to finish. Art directed and oversaw video and photo shoots. Clients included MediacorpTV, Starhub, MioTV, ESPN Starsports, MBC, Raintree Pictures, HBO, LiTV, Discovery, AXN and Blackberry.

Freelance Broadcast & Motion Graphics Designer

Singapore

November 2008 - May 2009

Freelanced and collaborated with several broadcast and motion graphics studios in Asia like JL Design, Lights & Shadows, Mojo and Forange. Clients included Al Jazeera, Channel News Asia, Espn Starsports and Mediacorp TV. Performed conceptual, design and animation services - on site and remotely.

Broadcast Designer at Lights & Shadows

Singapore

November 2004 - October 2008

Started with 6 months of internship, followed by 4 years as a full-time broadcast designer. As a junior designer, I handled most of the projects independently from concept, design, compositing to 2D and 3D modelling/animation. Within the first 2 years, I was promoted to senior designer as I led and managed a team of designers and 3D artists to take on several large-scale projects like branding campaigns. Notable clients included Mediacorp TV, Espn Starsports, MioTV and Astro.

SOFTWARES

InDesign, Photoshop, Illustrator, After Effects

3D Studio Max (2002 - 2014)

HONORS

Promax/BDA Asia '06, Best Reality Promo (Gold) - Singapore Idol Rock The House

Promax/BDA World '07, Consumer Promotion Campaign (Gold) - Oscar Extravaganza

Promax/BDA Asia '10, Best Entertainment/Variety Campaign (Silver) - Singapore Idol

New York Festivals TV & Film Awards 2020, Gold World Medal - This is what I hear

EDUCATION

Singapore Nanyang Polytechnic

Diploma, Digital Media Design - Animation, 2002 - 2005

Life Drawing, Color Theory, Design Fundamental, Storyboarding,
2d Animation, 3d Modelling , 3d Animation, 3d Lighting, Rendering
& Texturing, Character Design, Digital Imaging, Digital Compositing,
Film Making, Digital Photography, TV Graphics, Sculpture Modelling,
Web Design, Audio & Editing, Media Studies & Marketing.

LANGUAGES

Bilingual in English and Chinese Mandarin.

A2 / Elementary level in French.

INTERESTS

Travel, Photography, Fashion, Painting, Ukulele, Singing, Cooking and Health & Nutrition.

