

KEIRA CHI-HSUAN HUANG



Contact

Taipei, Taiwan

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Skills

- Adobe Creative Suites
- Visual storytelling
- Digital marketing
- Social media engagement
- Design production
- Concept development
- Performance evaluation
- Campaign strategy
- Positive attitude
- Creative thinking
- Graphic arts design
- Time-management
- Decision making
- Team Leadership
- Practical Use of AI Tools
- Presentation and teamwork abilities
- Creative direction

Education

National Taipei University
of Education
Taipei, TPE

Summary

Keep a positive and optimistic outlook on life, even when things get complicated. I'm deeply interested in the philosophy of Laozi and Zhuangzi, and I often find comfort in their way of seeing the world—simple, free, and in harmony with nature. I try to bring that spirit into my everyday life, living with ease, appreciating small moments, and keeping an open mind.

- **Portfolio Website:** <https://chance5690.wixsite.com/keirachh>

Experience

Art Director

Leo Burnett Taiwan | Taipei | Apr 2024 - Current

- Lead creative direction for digital and integrated marketing campaigns.
- Collaborate cross-functionally to align design with brand strategy.
- Utilised social media platforms to amplify advertising campaigns, engaging with a broader audience and driving traffic.

Art Director

CacaFly (飛時創意) | Taipei | Jan 2022 - Apr 2024

- Led design and production of social content and participated in strategic proposals.

Art Director

StoryTable / GDT Group | Taipei | Nov 2020 - Dec 2021

- Oversaw branding, digital ads, and social content execution.

Art Director

Ogilvy Taiwan (H&O) | Taipei | Oct 2019 - Oct 2020

- Worked on FMCG campaigns, visuals, and storyboards.
- Produced complex illustrations and animations satisfying clients' brief.
- Directed photoshoots, from concept development to final editing, enhancing visual storytelling.

Bachelor of Arts: Arts and Design
2012

- Coursework in Product Design, including User Experience Design, 3D Modeling, Prototyping, and Human-Centered Design.

National Taiwan University of Art
Taipei, TPE
Master of Arts: Graphic Communication of Arts

- **Incomplete degree**



Portfolio website

Associate Art Director

Group Tron | Taipei | Aug 2018 - Sep 2019

- Managed design team, quality control, and cross-department communication.

Visual Designer

Bremen Creative | Taipei | Apr 2017 - Jul 2018

- Focused on brand identity, social content, and video compositing.

Startup Owner

Apparels Brand | Taipei | Jan 2013 - May 2016

- Engaged with customers to better understand needs and deliver excellent service.
- Handled customer concerns and escalated major issues to supervisor.

Custom Section

design, challenging my brain, collaborative environments, understanding people and their needs, 7, advertising, integrating digital strategies with creative design, social content planning, full-scale campaign execution, solve problems through creativity, deepen expertise, embrace greater challenges, broaden perspectives

Languages

English:	B2	Chinese (Mandarin):	C2
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Upper Intermediate		Proficient	

Hobbies and interests

- Exploring the unknown: Tarot reading, meditation
- Experiencing the world: Solo traveling, reading
- Staying healthy: Exploring clean eating