

Fang-Yu Chou

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EDUCATION

National Taiwan University of Arts (NTUA) **Taipei, Taiwan**

Bachelor of Fine Arts in Visual Communication Design Sep 2020 – Jan 2023

- Coursework: Animation Design and Application(1) (88), Basic Computer Programming (89), Sketching (92), User Interface Design (91), Multi-Media Advertising Design(1) (98), Computer Modeling(1) (90), Computer Graphics (91), Visual Psychology (91)

Fu Jen Catholic University (FJCU) **Taipei, Taiwan**

Department of Journalism & Communication Studies Sep 2018 – Jun 2020

- Coursework: New Media Techniques and Design (93), Digital Storytelling (91), Python Programming (86)

DESIGN PROJECT EXPERIENCE

Graduation Project, NTUA **Taipei, Taiwan**

Multimedia Designer, Video & Augmented Reality Jul 2021 – May 2022

Created a series of trendy T-shirts with traditional idioms printed and caricature illustrations effects after applying AR filters in a group of 4

- Observed online and offline differences in Z generation's expression as the source of project ideation
- Collected a list of authoritative idioms often used by elder generations as the base to create sarcastic illustrations to be printed and shown on T-shirts and AR devices
- Used Spark AR Studio to create filters displaying illustrations on Meta and its subsidiary platforms
- Applied the AR illustrations to more devices by utilizing Adobe After Effect and Artivive
- Won honorable mention among 14 groups with a breakthrough in adopting new media as the medium

WORK EXPERIENCE

Eastern Broadcasting Co., Ltd. (EBC) **Taipei, Taiwan**

Media PR Planner Oct 2023 – Present

- Planned and executed online marketing campaign for EBC TV channel, official website, social media, and offline events such as TV celebrities meet-up and family festivals
- Analyzed TV rating for recommendations to channel director to determine program schedules and which programs to purchase and contract renewal
- Coordinated with infomercial vendor to determine quarterly schedule and items

Breeze Development Co., Ltd. (Top 3 Department Store in Taiwan) **Taipei, Taiwan**

Visual Designer & Photography Assistant Aug 2022 – Jun 2023

- Produced advertisement storyboard for brands such as Alexander Wang, MM6, and YSL; organized on-site shooting to ensure the quality of advertisement and commercial
- Enhanced luxury goods images on apparels, hand bags, heels, and jewelries for Breeze Boutique's website banner and DM with Photoshop
- Created monthly video-blog of corporate, press, and VIP for public event and social media purpose

Smart Light Source International Co., Ltd.**Taipei, Taiwan****Graphic/Visual Designer**

Mar 2022 – Jun 2022

- Created product manuals, tutorial videos from scripts to recording with Premiere for over a dozen products such as LED strip, bulb, and peripherals
- Edit product images, designed business cards and promotional materials with Photoshop and Illustrator
- Maintained corporate website with Webnode and produced social media contents for Facebook, Line, Instagram, and Youtube; increased community exposure, time on page/video by 30%
- Documented trade fair events with video recording for corporate archive

WIEDU Co. (A subsidiary of Wistron dedicated on professional education)**Taipei, Taiwan****Graphic Designer**

Sep 2020 – Sep 2021

- Created promotional flyers and website contents with InDesign
- Managed daily reports on lesson progress, student feedback, and attendance, created presentation with Canva for the program director
- Provided administrative support to instructors and students including course contents, scheduling, and equipment rental

Resource Center Of Foreign Language Teaching and Digital Learning, FJCU**Taipei, Taiwan****Cross Culture Event Coordinator**

Sep 2019 – Jun 2020

- Organized 6 events per semester including theme ideation, schedule planning, catering, video documentation, and increased 50% of attendances
- Created promotional posters and videos with Illustrator & Premiere; utilized ZOOM to broadcast live event in response to COVID-19 policy

TVBS Media Inc. (Leading news network in Taiwan)**Taipei, Taiwan****Video Production Technician**

Sep 2018 – Sep 2020

- Used Avid NewsCutter System to edit over 30 minutes of newsreels per day
- Operated AsiaSat-4 satellite to broadcast edited reels to partner channels in China

EXTRACURRICULAR ACTIVITIES**Ulaanbaatar International Volunteer Coop, FJCU****Ulaanbaatar, Mongolia***Volunteer*

August, 2019

- Hosted design thinking workshop for local residents and guided participants through the process of observation, defining issues, developing solutions on subjects such as traffic problems, water pollution, child education in large size family
- Visited local residents to understand their issues in the aspect of neighborhood, safety, and hygiene, proposed potential solutions to address each issues
- Lived with local children and taught them how to observe and solve existing problems through design thinking to improve current living conditions
- Documented the volunteer mission with video footage and used Adobe Premiere to finish archive
- Wrote press release to publish through online media