

Chieh Lien

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Key Skills

- ✓ **Verbal and Written Communication:** Excellent linguistic skills and communication abilities; fluent in English and Chinese Mandarin; proven JLPT N3 level in Japanese.
- ✓ **Teamwork, Flexibility and Time Management:** Able to manage as well as to collaborate within a team or to work independently upon task-oriented projects. Well organised with great flexibility to adapt to different circumstances in terms of budgets or schedules.
- ✓ **Commercial Awareness:** Knowledge of branding strategies, great aesthetic sense and passion for art, beauty, fashion and wellness.
- ✓ **Planning and Organising:** Ability to plan projects and carry them through effectively; highly organised with great ability in systematic data collecting and analysing; file and information archiving; critical, logical and creative thinking.
- ✓ **Computing Skills:** Windows and Mac OSX: Office, Photoshop, InDesign, Illustrator, Sketchup (with basic rendering), Axure Prototype, basic video editing; knowledge in webpage (HTML, CSS), basic 2D animation.

Professional Experience

2018 Nov – Present	GODIVA Chocolatier, Taipei, Taiwan Senior VM Executive Responsible for overall visual communication for Taiwan market. My job involves both adaptations and local innovations across all business categories including retail boutiques, wholesale and CPG channels.
2018 Jun – 2018 Oct	IGEE Technology Inc., Taipei, Taiwan Visual & Creative Supervisor I joined this R&D team working in contract with IGG (the largest mobile game publisher in China) to create a new female targeted game that combines art & fashion. My role was to direct the art style and provide creative perspective. I also picked up the new skill to support 2D animation.
2017 Oct – 2018 Jun	Beyond Plaza, New Taipei City, Taiwan Visual Merchandising Section Manager Leading the team of 6 designers in this young department store located in New Taipei City. Responsible for managing and designing the visual displays, as well as the aesthetic consistency of brands across the whole building.
2017 Apr – Present	Theophile Co., Ltd., Taipei, Taiwan In-house Visual Designer In charge of visual merchandising and design for all the 2D visual communication elements including packaging for O&Co. and other brands such as Carmex, Poy Sian, Ekibio, Assanis Sanitiser, CCA sunscreen etc.
2015 Oct – 2017 Apr	Yuan Workshop Co., Ltd., Taipei, Taiwan Visual Merchandiser

	Responsible for the shop windows, in-door POS, product displays, visual communication of sales and promotions, store planning as well as producing guidelines for 27 branches across Taiwan.
<u>Contracts & Interns</u>	
2015 January	Global Display, London Contract Mannequin Artist Working within a production team of 4 for the mannequins designed by Fashion Designer Christopher Beales for a new Harrods window display during the London Fashion Week, from 4th-25th Feb.
2014 November	Alexander McQueen McQ / Visual Artists, London McQ 2015 SS Campaign Photoshoot Visual Assistant
2013 March	John Lewis Oxford Street, London In-Store Visual Merchandising Intern
2013 March	Rootstein Display Mannequins, London Wig and Make-up Intern
2013 February	Panama Fashion Showcase, British Fashion Council, London Visual Assistant
<u>Education</u>	
2014 – 2015	Central Saint Martins College of Art and Design, London, UK MA Applied Imagination in the Creative Industries Framing an original and personal research project, questioning existing assumptions and boundaries through series of cross-disciplinary research and real-world interventions. The subject of my degree project was to investigate the possibility of using food as a medium in expressive therapy.
2011 – 2013	London College of Fashion, London, UK Foundation Degree Fashion Retail Branding and Visual Merchandising Design for retail spaces and window displays, through creating the narrative and conducting research in brand identity, customer psychology and aesthetic theories.
2007 – 2008	Central Saint Martins College of Art and Design, London, UK Postgraduate Diploma in Fine Art Installations, mixed media sculptures and interdisciplinary projects.
2001 – 2005	National Chiao Tung University, Hsinchu, Taiwan BSc Computer Science and Information Engineering
<u>Languages</u>	
✓ Chinese Mandarin (both Traditional and Simplified)	- Native
✓ English (British)	- Fluent
✓ Japanese	- Intermediate