Eddie Chu

Art. Design. Code.

EDUCATION

Hunter College, New York, NY, MFA Art. 2003.

Rhode Island School of Design, Providence, RI, BFA Painting. 1998.

SELECTED EXPERIENCE

Art Director / Creative Lead | HBO
Lead Creative for social, web, and special projects (VR, AR), with emphasis on brand development and transmedia strategy, including digital, social, visual, and transmedia strategies for Westworld (e.g. "Aeden" chatbot, discoverwestworld.com, VR, etc..), winner of 2017 Emmy for "Outstanding Achievement in Interactive Media for a Scripted Series." Other work includes Game Of Thrones, Defiant Ones, 2 Dope Queens, and Vinyl.
Feb 2015 – Present

Sr. Art Director | Bossa
Played leading role for pitches and campaigns. Conceived web, social and UX big ideas. Made creative presentations for new business, including Kraft, Allstate and Coke. Designed identity and web interfaces for French Toast Crunch on responsive web platforms.
Oct 2014 – Dec 2014

Sr. Art Director | Imaginary Forces
Designed interaction, branding, and UI interfaces for brands on motion design, app and responsive web platforms for Desktop, iPad, iPhone, and Android. Created programmatic work flows to automate and direct production, engineering, and editorial teams.
Oct 2013 – Sep 2014

Sr. Art Director | Organic
Designed interaction and storyboards for Visa branding, particularly focussing on social media for responsive web (multiple break-points), iPad and iPhone.
Sep 2013 – Oct 2013

Sr. Art Director | MRY
Developed and researched design inspirations, web aesthetics, and UX standards to develop storyboards and strategic position for Tylenol branding.
Jun 2013 – Jul 2013

Creative Lead | Patch
Designed branding strategies, interaction, and UI interfaces for social media products on mobile app and web platforms. Occupied lead creative position to inspire emotional design and vision. Coordinated with engineering teams in NYC and Palo Alto.
Oct 2011 – Jul 2012

Art Director / Technologist | McGarryBowen
Designed interaction, branding, and UI for campaign and social media projects for Verizon, Droid, Sharp, and Chase. Illustrated moodboards to inspire branding concepts and emotional design strategy. Programmed interactive motion and camera frameworks for prototypes and final pieces.
May 2010 – Mar 2011

Art Director / Creative Programmer | R/GA
Designed branding, interaction, UI, and storyboards for all platforms for wide range of clients, including Nike, SCJohnson, Verizon, Mastercard, and HBO. Designed and programmed prototypes for apps, web, mobile, digital signage, and retail. Provided unique inspirational presence on teams and required a mixture of artistic intuition, programming, and creative thinking.
Jun 2007 – Apr 2010

Sr. Designer / Developer | Greater Than One
Designed branding, UI, and interaction for web and mobile for healthcare brands.
Aug 2006 – Mar 2007

Sr. Designer / Developer | JWT
Designed interaction, branding, and UI for P zer, Cadbury-Adams, Kleenex, and Rolex. Animated deliverables and prototyped for web and games.
Jan 2004 – Apr 2005

SKILLS / AWARDS

Apps
Unity, Cinema4D, Adobe CS (CC, Photoshop, Illustrator, InDesign, AfterEffects, etc..), Xcode, CorelPainter, Bryce, Maya, Keynote, Powerpoint.

Technologies
3D, AR, VR, Game development, Social media strategy, Apple iOS11. Android, HIG practices, Design Pattern, UX/UI fast prototyping, GIFs, Motion/Animation Design.

Code
C#, C++, .NET, OpenFrameworks, WebGL, Javascript, JQuery, AngularJS, CSS, Bootstrap, HTML5, Canvas, Processing, JSON, XML.

Awards / Talks
2017   Emmy Outstanding Achievement in Interactive Media for Scripted Series, Westworld
2013   Microsoft Art Collection
2012   Design and Art, Rhode Island School of Design.