



HYO
SHU-HAN CHAN



hyohyochan@outlook.com
<https://hyohyochan.com>

I am a Taiwanese designer based in London with ten years of experience in the field. I offer a wide range of creative expertise within digital design, art direction with a focus on branding and marketing.

SKILLS

- 2D / 3D Graphic Design
- Web Design
- UX/UI Design
- Art Direction
- Front-end Development
- Concept Development
- Illustration
- Project Planning and Management
- Mentoring/Onboarding

TOOLS

- Adobe Creative Suite
- Blender 3D
- Unreal Engine 5
- Maya
- Figma
- HTML / CSS
- Jira / Monday.com

LANGUAGES

- English (Full professional proficiency)
- Japanese (Full professional proficiency)
- Mandarin (Native)

EDUCATION

Osaka University of Arts

Bachelor's degree
Game and Interactive Media Design
(2010 - 2014)

Kyoto Institute of culture & language

Japanese Studies (2008 - 2010)

SPACE APE GAMES

Senior 3D Artist

Oct 2023 - Present

- Create 2D/3D visuals for marketing and branding.
- Integrate and refine rendered visuals.
- Proactively engage with and collaborate across various departments, offering valuable feedback and innovative solutions.

BALLY'S INTERACTIVE

Head of Creative Direction

May 2023 - Sep 2023

- Lead the development of visually engaging brand identities across all Bally's interactive ventures.
- Create a wide range of visual and written assets, capturing unique tones of voice for each venture while maintaining brand integrity.
- Part of the design leadership team, fostering a dynamic and creative environment that encouraged growth and within the UK & ES.

Senior Designer

Oct 2021 - Apr 2023

- Developed the visual language for Bally's UK ventures, defining the customer journey and enhancing brand visuals across marketing materials.
- Managed and guided the design team, ensuring clear objectives and delivering exceptional results.
- Assisted in recruiting new team members to enhance the design team's capabilities.

GAMESYS LTD

Senior Marketing Designer

Mar 2021 - Oct 2021

Marketing Designer

Jul 2017 - Mar 2021

- Created responsive landing pages, emails, prints, and offers for Virgin Games, Monopoly Casino, Rainbow Riches Casino, and Double Bubble Bingo.

CROWDIT LTD

Digital Designer

Dec 2016 - Jul 2017

- Creating the company websites, the mobile app UI, and an online platform.
- Took charge of all design tasks, including print and digital materials, delivering visually appealing content for social media platforms.

ZOOTIE CO.

Web Designer

Oct 2014 - Dec 2015