



VISUAL ARTS /
MOTION GRAPHICS DESIGNER

MIN CHU + MINGRAPHICS@GMAIL.COM + 213.604.1488

- Create Visual Arts and Animations
- Branding, Broadcast Design, Logo Design & Animations, Style Frames, Sizzle Reel, Pitch Deck

I am a visual arts and motion graphics designer specializing in the media and entertainment Industry with experiences in working with leading fashion and beauty brands.

Some of my previous job experience includes working at the department of Production/Original Programming at StyleHaul for six years. I created visual arts starting from the initial Presentation Deck to final Show Graphics with animations for Original Series (Vanity Series, Relationship Status, Material Girl: Pia Mia). Additionally, I designed the Promotional Graphics during PR campaigns for Social media and work as the lead designer from Pre-Production to launch of Original Series.

During my time at MTV Network as the art director, I created the Graphics Package for the seasonal station ID and develop show graphics and promotional artworks for MTV Original Series. I worked alongside producers to create appropriate action plans and timelines to ensure on-time completion and delivery of final graphics. I also managed junior designers as well as designers from outsourcing design agencies.

I worked closely with the marketing team to create marketing packages; print, and digital assets including the graphics for social media to launch successful marketing campaigns. I also work with the sales team to create On-Air Promos, Sales Sizzle Reels, and Pitch Decks to help raise capital from potential investors.

I was nominated as the star employee of the month three times while working at StyleHaul. I am very organized and proactive self-starter. I am always supportive of co-workers and strive to work together to solve the problem as a team. I am able to manage multiple projects at the same time and always try to create the best outcome within the deadline and budget.

I am very familiar with the process of developing websites and also have great knowledge of HTML and CSS from my time at the Art University where I majored in Multimedia Design.

- Specialties: Branding, Art Direction, Broadcast Design, Style Frames, On-Air Promos, Graphic Designs for Marketing Contents and Social Media, Promotional Artworks, High-End Presentations
- Programs: After Effects, Photoshop, Illustrator, Premiere, PowerPoint, Cinema 4D

[CLICK HERE TO WATCH REEL](#)

□ EXPERIENCE

- Freelance Art Director/Motion Graphics Designer (December 2017 – Present)
 - Create a Visual Arts and Promotional Sizzle Reel for MGM Studio, Inc
 - Create a Visual Arts and Show Graphics for YouTubers
 - Work as a freelance Art Director for A2BIO Cosmetics, Inc
- Sr. Motion Graphics Designer at StyleHaul, Inc. (August 2011 – November 2017)
 - StyleHaul Show Graphic Package (Logo, Title Sequence, Lower Third, Bug, Transition)
 - Create Visual Arts from initial presentation to final show graphics with animation for Original Series
(ex : Vanity Series [Click here to watch](#)
Relationship Status [Click here to watch](#)
Material Girl: Pia Mia [Click here to watch](#))
 - Develop YouTube Channel Identity (Banner, Social Skins, Channel Logo) for YouTubers
 - Work closely with the marketing team to create marketing packages, print, and digital assets to launch successful marketing campaigns
 - Work with the sales team to create On-Air Promos, Sales Sizzle Reels, and Pitch Decks to help raise capital with potential investors
 - Create branding materials for various deals and partnerships with the leading Fashion and Beauty Brands

- Freelance Art Director/Designer at MLMN DESIGN. (April 2006 - July 2011)
 - Create Original Show Graphics Packages for MTV Networks
 - Create Promotional Sizzle Reels for the marketing campaign for CJ E&M | GCC
 - Create Website and Marketing Graphics for Joins America
 - Branding, Website, Package Designs and Marketing Graphics for Lutche Cosmetics, Inc
 - Develop E-Commerce websites and the Fashion Brand websites for SSAMZIE, Inc
 - Create Promotional Videos and Animations for Music Festival "Ssamzi Sound Festival"
- Art Director at MTV Networks. (October 2004 - March 2006)
 - Art Director at On Air Promotions & Creative Service Team in MTV Networks
 - Create Channel Identity, Show Graphics, Show Titles and Ads Campaigns, On-Air Promotions
 - Art Direction for the Corporate Identity and Graphic Works

□ EDUCATION

- ACADEMY OF ART UNIVERSITY at San Francisco, USA.
 - Academy of Art University, San Francisco, California
 - Bachelor of Fine Arts in Computer Arts as Graphic and Multimedia Design major
 - GPA: 3.36/4.0

[Click here to see LinkedIn Resume](#)



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WAX

ORIGINAL SHOW

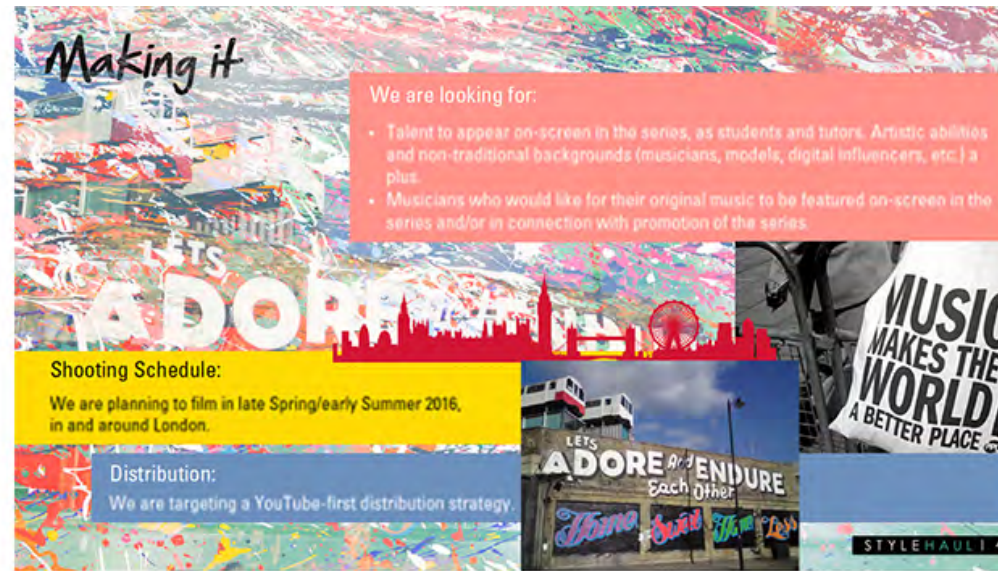
□ Create Visuals for Original Series, WAX

- Create show logo and concept arts, graphics for pitch deck to visually present the mood and story



□ Create Visuals for Original Series, Making it

- Create show logo and concept arts, graphics for pitch deck to visually present the mood and story

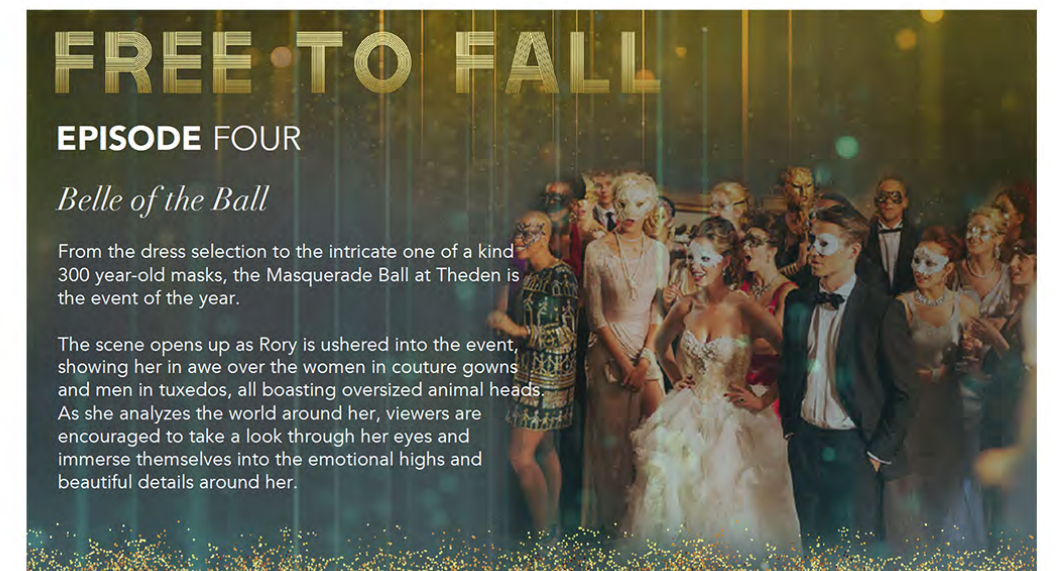
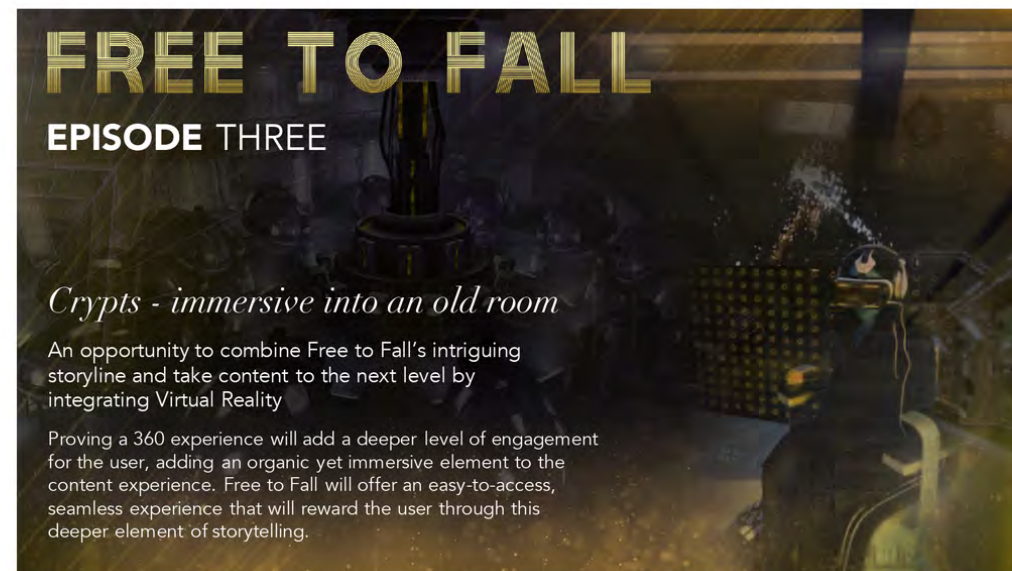
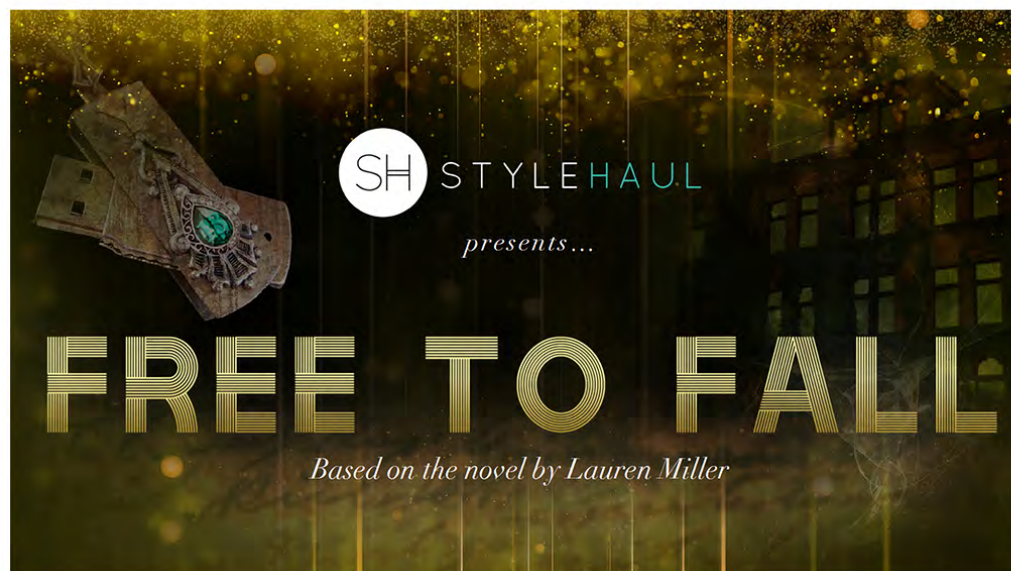
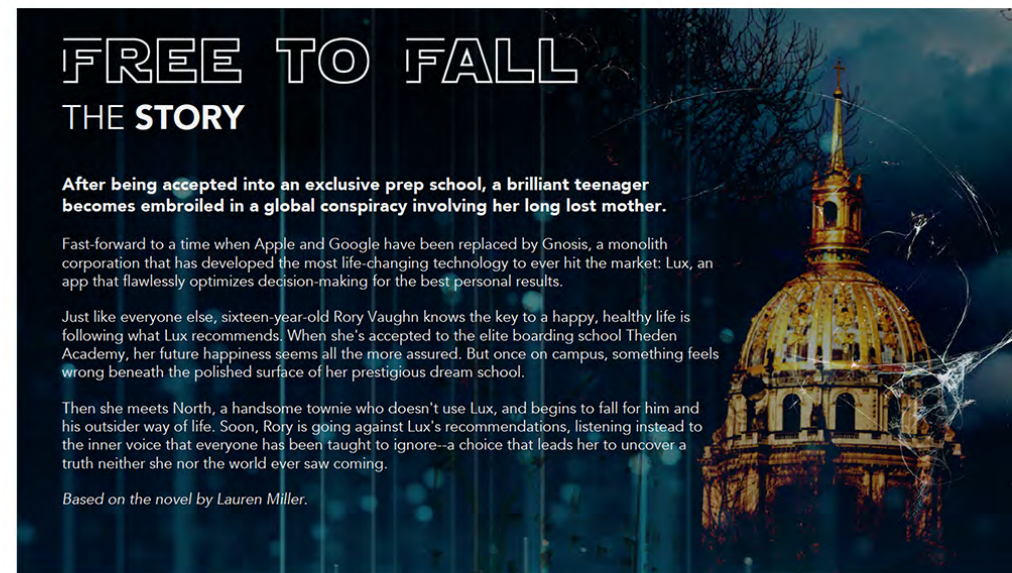
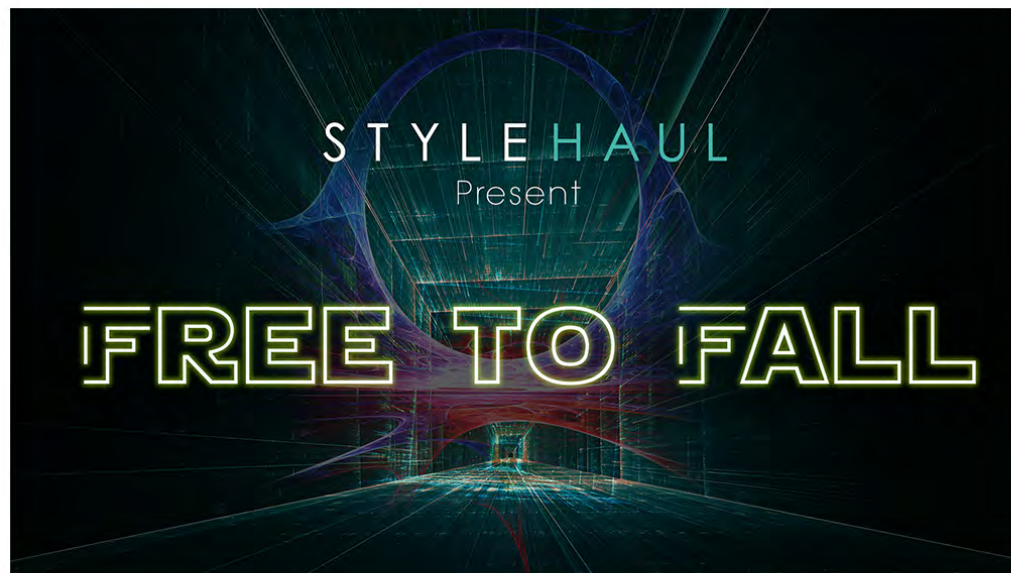


FREE TO FALL

ORIGINAL SHOW

□ Create Visuals for Original Show, Free to Fall

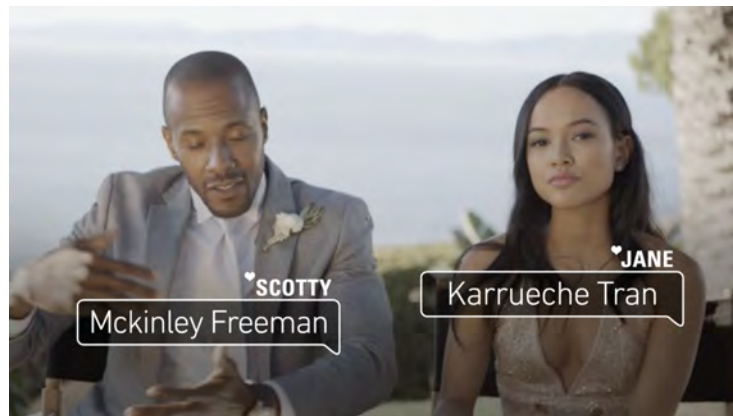
- Create initial Logo and Visual arts, Presentation Pitch Deck



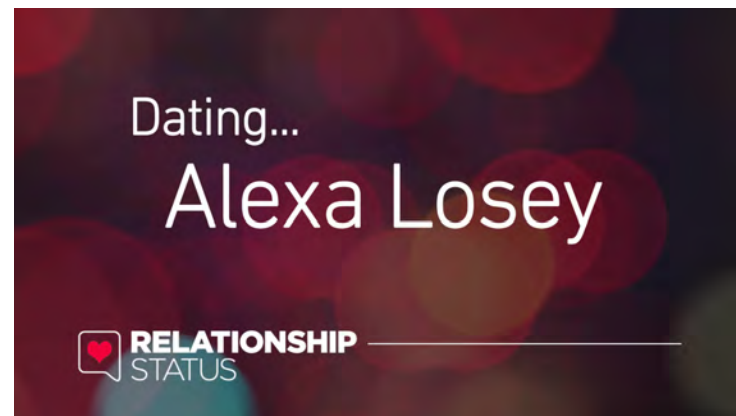


❑ Create Visual Arts for StyleHaul Original Series, Relationship Status

- SHOW GRAPHICS – On-Air Promos, Title Sequence Animation, YouTube Thumbnails Relationship Status [Click here to watch](#)
- PROMOTIONAL GRAPHICS – Poster, Post Cards, Kiosk Animations, SNS Ads and Banner Design



Show Graphic Design – Lower Third



Social Media Promo – Title Card



Show Graphic Design - Thumbnail



Poster



- * Storyline
An interweaving cast of 20- and 30-somethings navigate the complexities of dating and relationships in the modern age of social media.



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❑ Create Visual Arts for StyleHaul Original Series, Material Girl: Pia Mia

- SHOW GRAPHICS – On-Air Promos, Title Sequence Animation, Youtube Thumbnails
Material Girl: Pia Mia [Click here to watch](#)
- PROMOTIONAL GRAPHICS – Poster, SNS Ads and Banner Design for Social Network



Graphic Design for Show

MATERIAL GIRL

Pia Mia

ORIGINAL SHOW



Poster

* Storyline
peak into the unfiltered world of Pia Mia - the multi-hyphenate singer-songwriter-model and newly minted fashion director of Madonna's clothing line, Material Girl - as she fearlessly pursues her dreams.



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PRXDE

ORIGINAL SHOW

□ Create Logo and Visual Arts for Original Series, PRXDE



Logo Variation

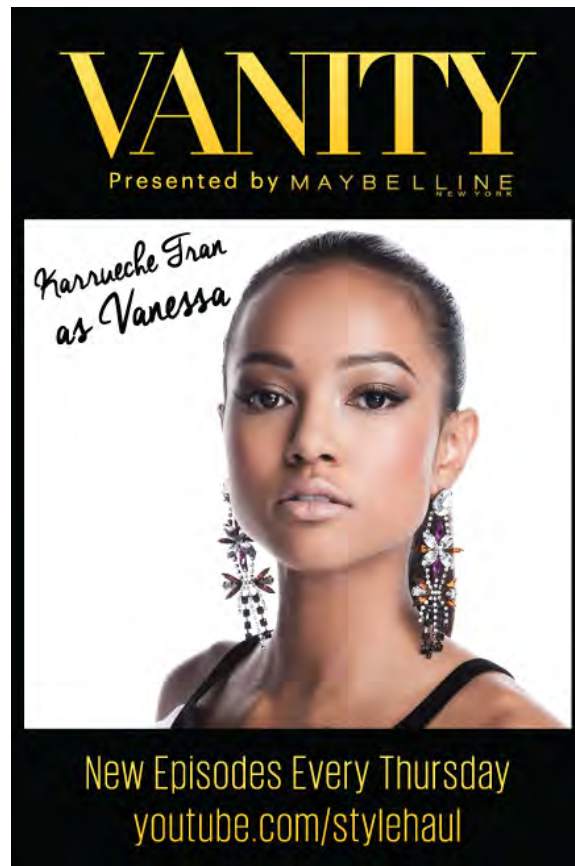


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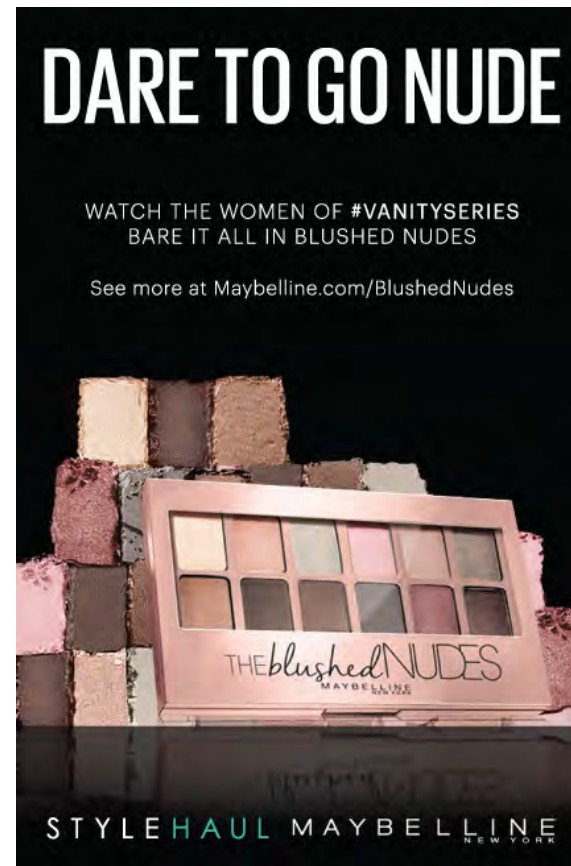
VANITY / ORIGINAL SHOW

□ Create Logo and Visual Arts for StyleHaul Original Series, Vanity Series

- SHOW GRAPHICS – On-Air Promos, Title Sequence Animation, YouTube Channel Design
Vanity Series [Click here to watch](#)
- PROMOTIONAL GRAPHICS – Poster, Post cards, Kiosk Animations, SNS Ads and Banner Design

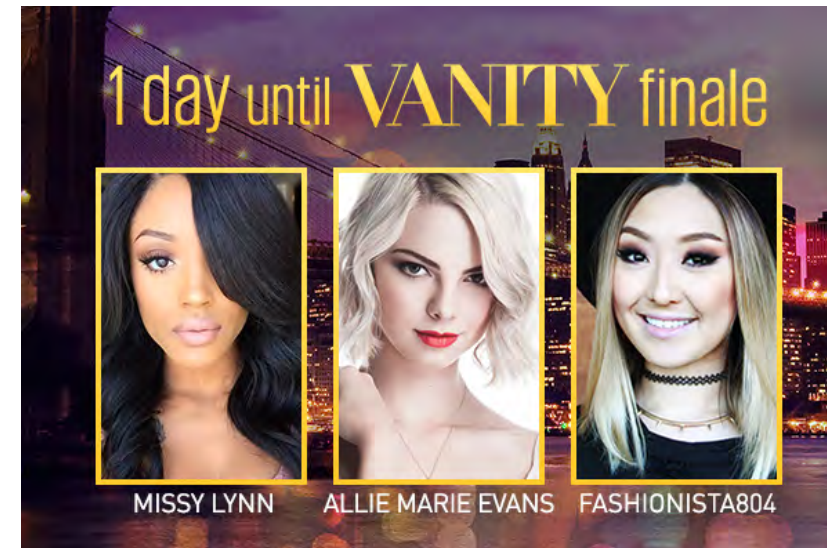
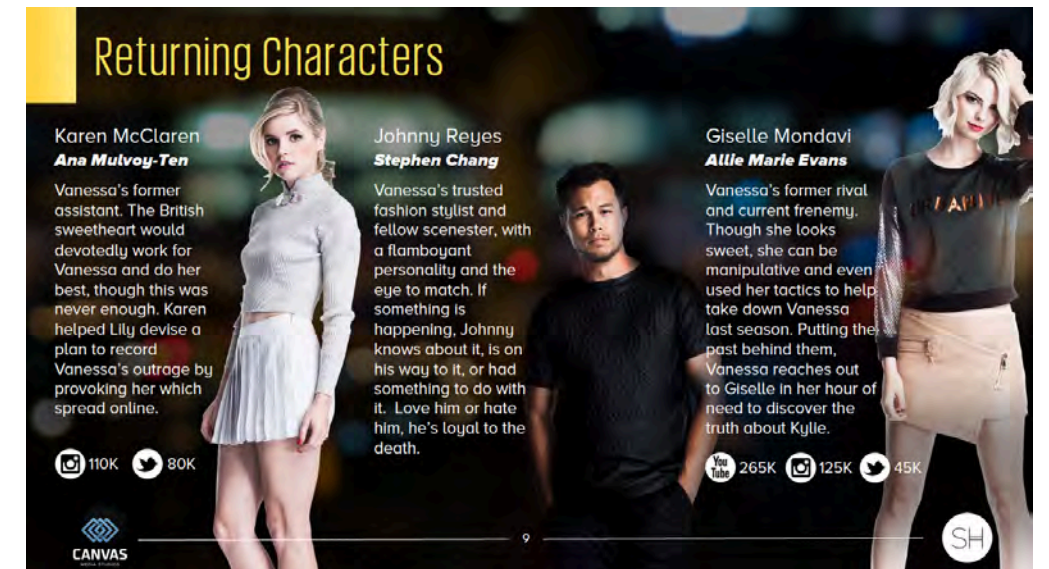
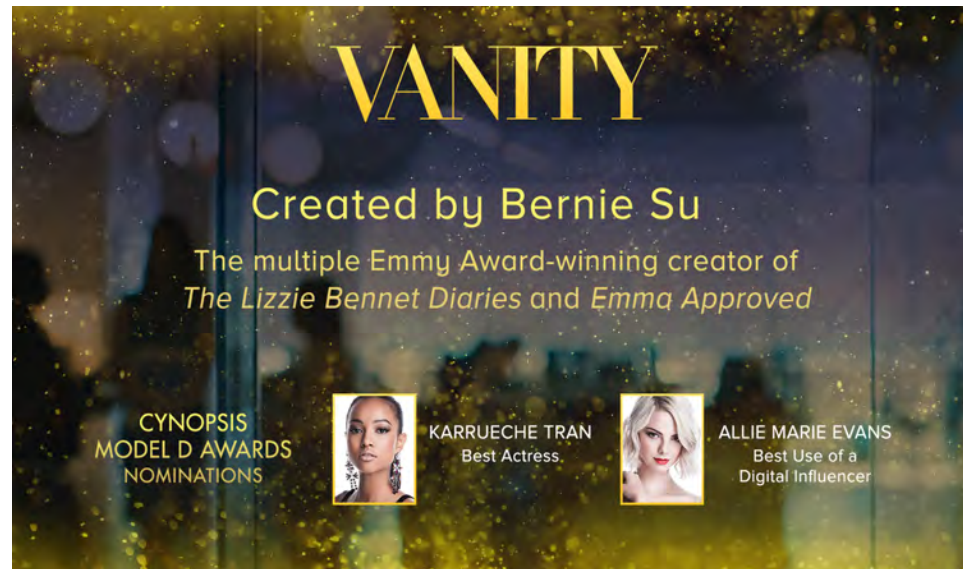


Post Card Design for BeautyCon



Poster

□ Create Logo and Visual Arts for Vanity Series



Graphics for Social Media Promotions



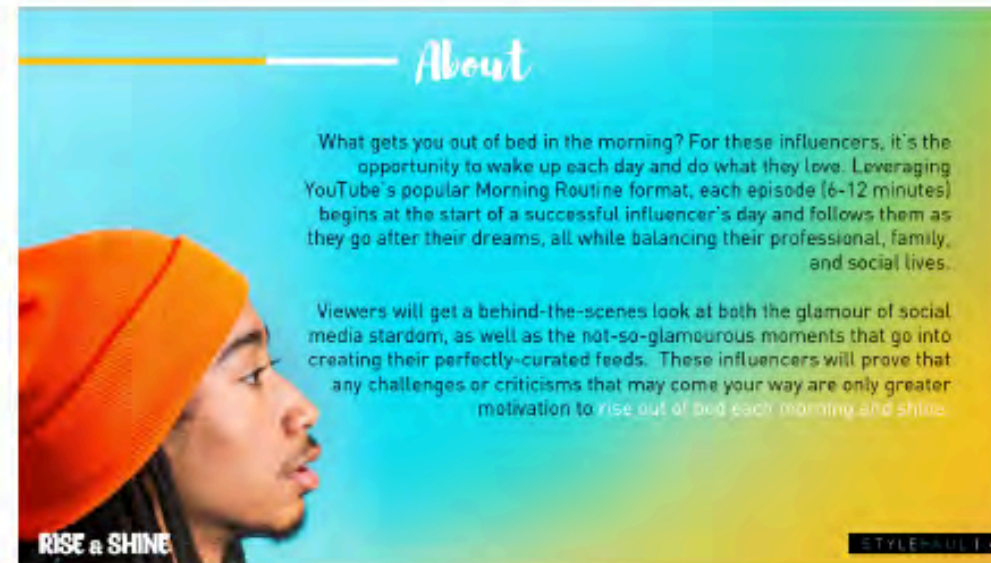
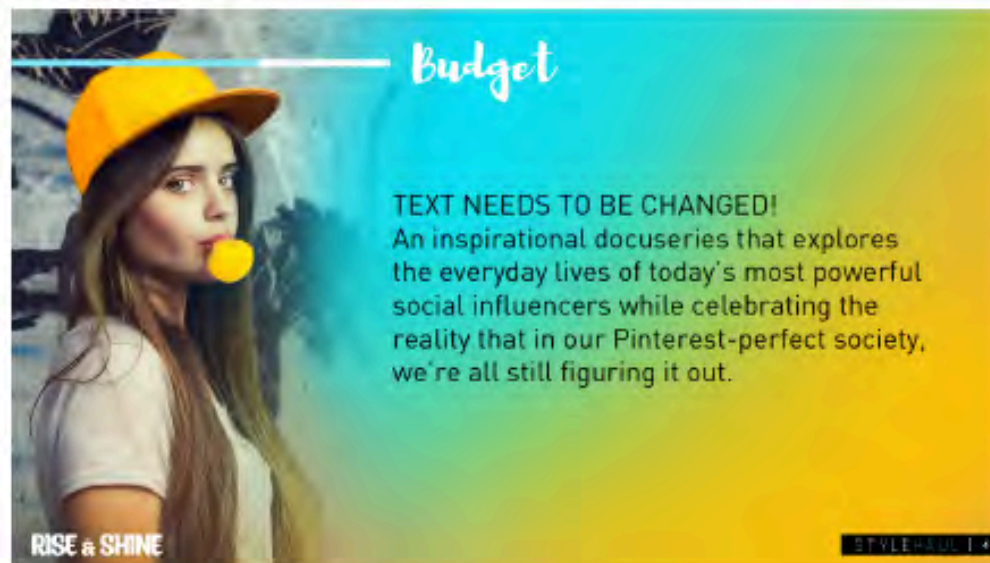
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RISE & SHINE

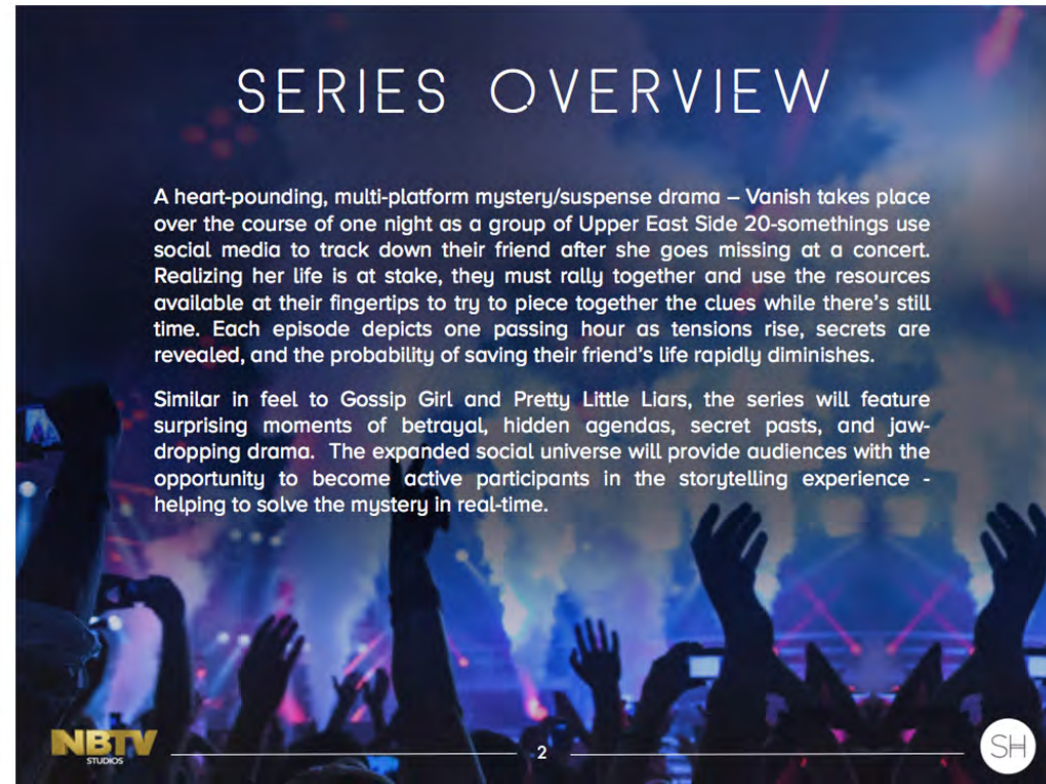
ORIGINAL SHOW

□ Create Visuals for Original Show, Rise and Shine

- Create initial Logo and Visual arts, Presentation Pitch Deck for Tropicana



- Create Visuals for Original Show, VANISH
 - Create initial Logo and Visual arts, Presentation Pitch Deck





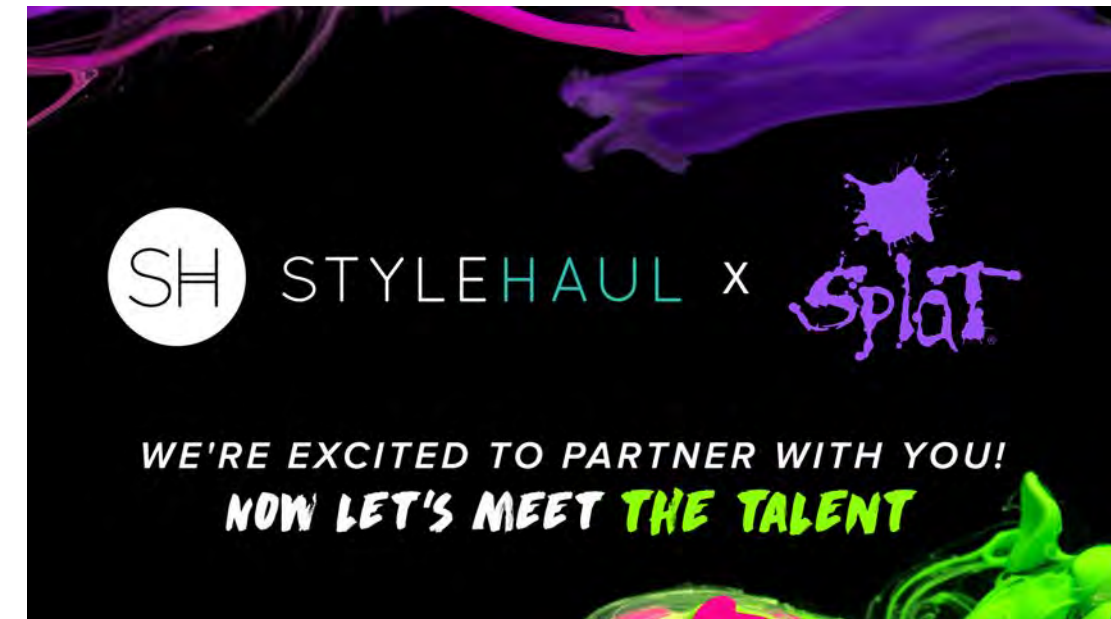
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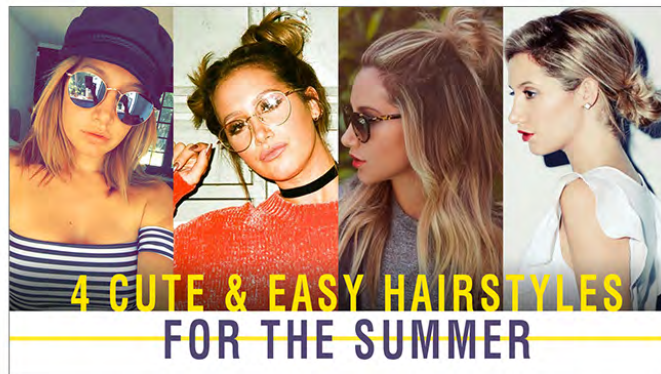
SPLAT

SALES SIZZLE REEL

- Splat Hair Color Case Study : Create Graphics and Animation for Sizzle Reel



❑ Create Thumbnails for YouTube Channels - Cameron Dallas, Ashley Tisdale, and Dr. Mike.





□ Work as Art Director - Corporate Identity Design, Developed Concept and Brand Art Works Such as Business Card, Letterhead and Company Stationary

* Business Card Design



* Company Stationary Design – CD Cover



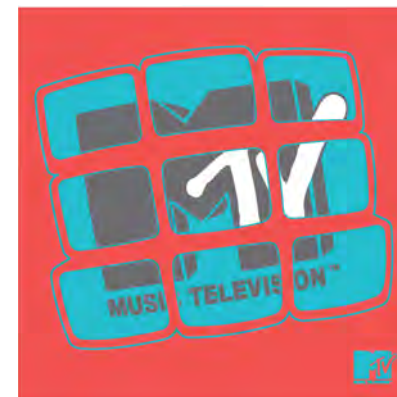
front



back



front



back





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Ford
SALES SIZZLE REEL

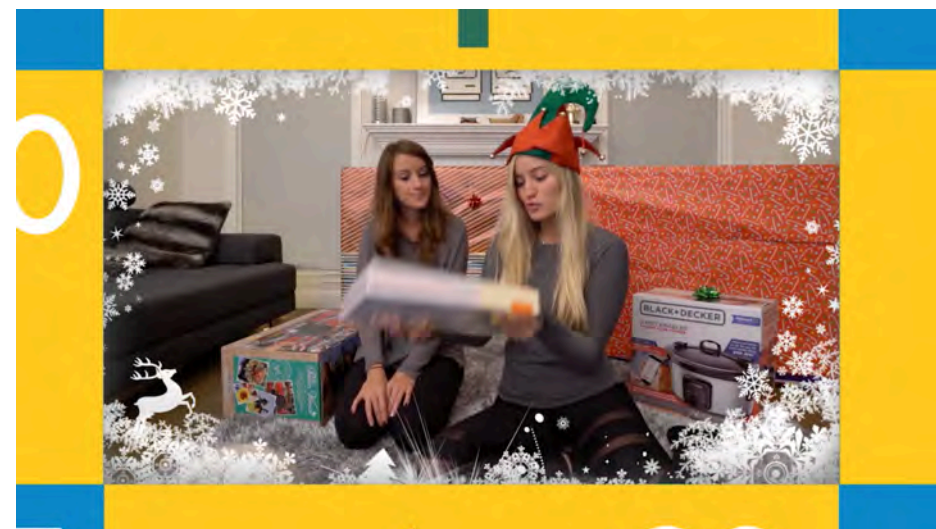
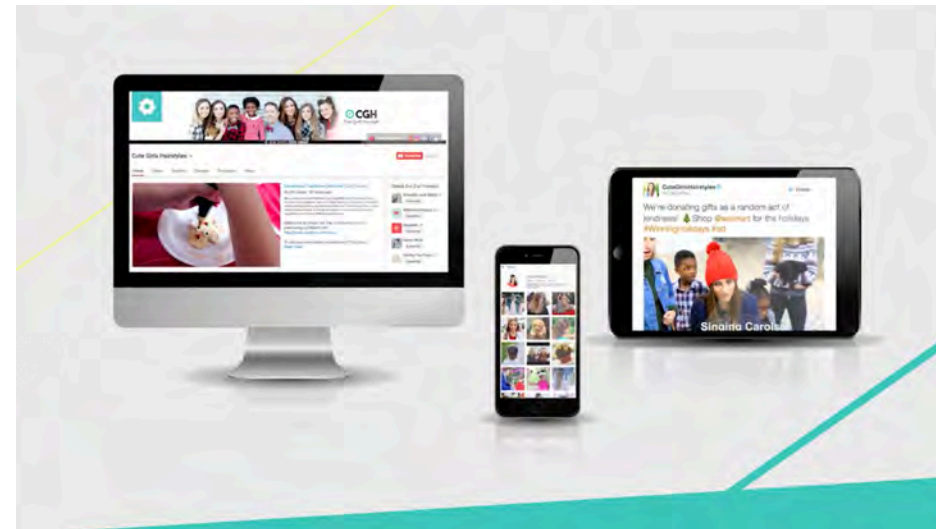
□ Ford Sales Reel : Create Graphics and Typography Animation for Sizzle Reel

- FORD SALES PITCH REEL- [Click here to watch](#)



❑ Walmart Case Study : Create Graphics and Animation for Sizzle Reel

- SIZZLE REEL– [Click here to watch](#)





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SK-II

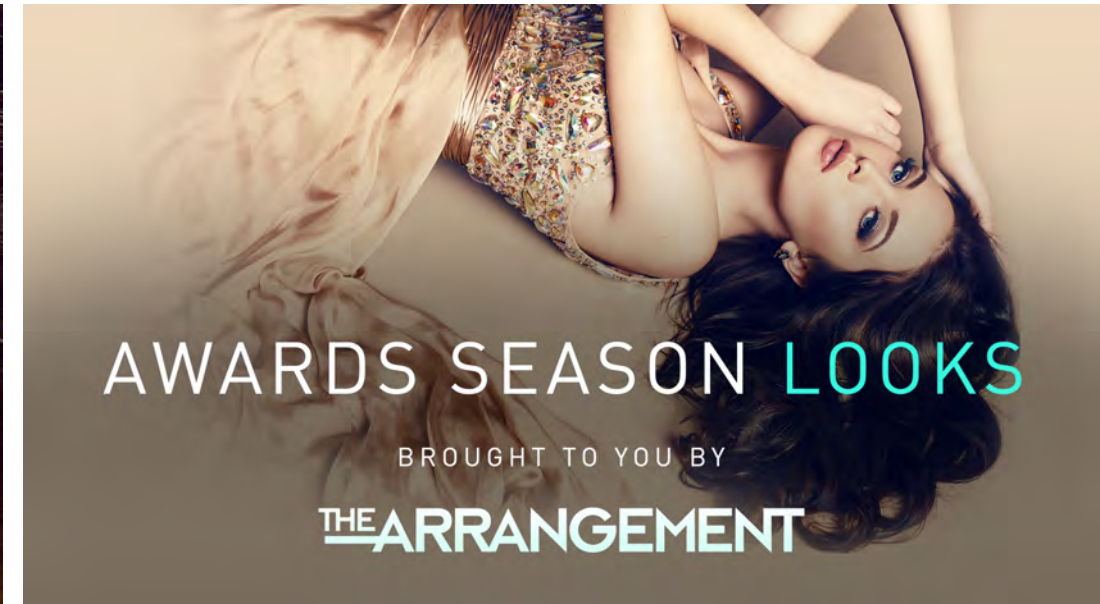
SK II
CAMPAIGN 2017

□ SK II “Face the wild Face the camera” campaign : Create Graphics and Animated Title Cards for Gala show, the Slides will be shown on the screen.

- SK II Case Study – [Click here to watch](#)



- ❑ Create Title Card Graphics for Campaign “Awards Season Looks”



Typography variation for Campaign Title Cards

□ THE STYLISH DEAD Halloween Campaign : Create Graphics for event, promotional art works and Animated Title Cards.

- TITLE ANIMATION- [Click here to watch](#)



Title Animation – Intro Card



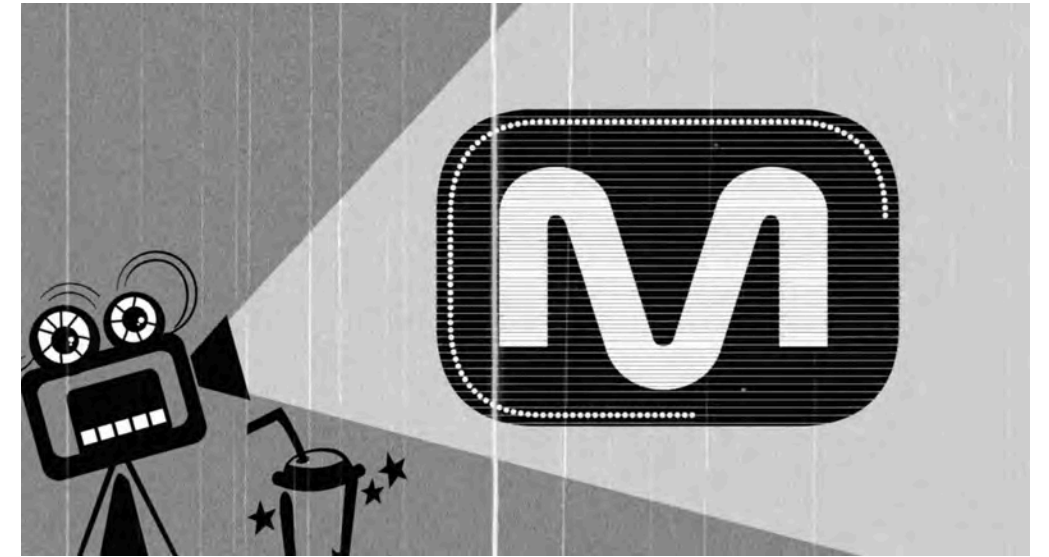
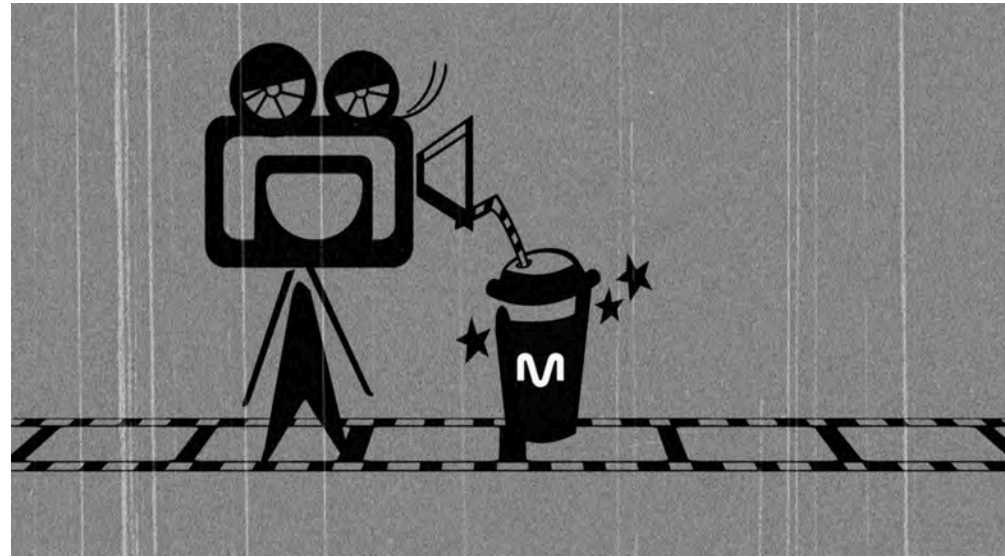
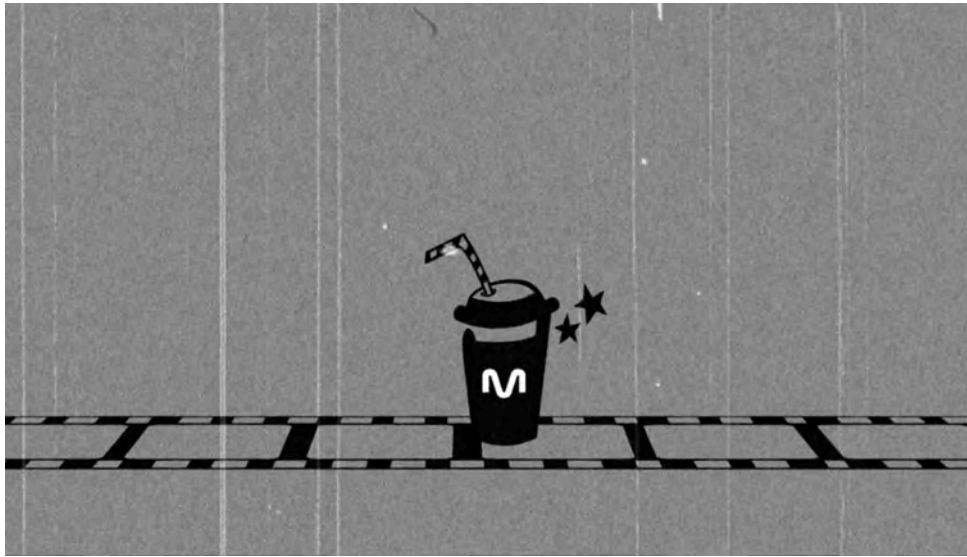
Poster Design Variations for SnapChat Promotion



Event News Letter

□ Show Graphic Package Design : Create Graphics and Animation for the new show “CinemAsia”

- SHOW TITLE ANIMATION – [Click here to watch](#)





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SHORT

CUTS

ORIGINAL SHOW

□ Create Visuals for Original Show, Short Cuts

- Create the Logo and Show Graphics.



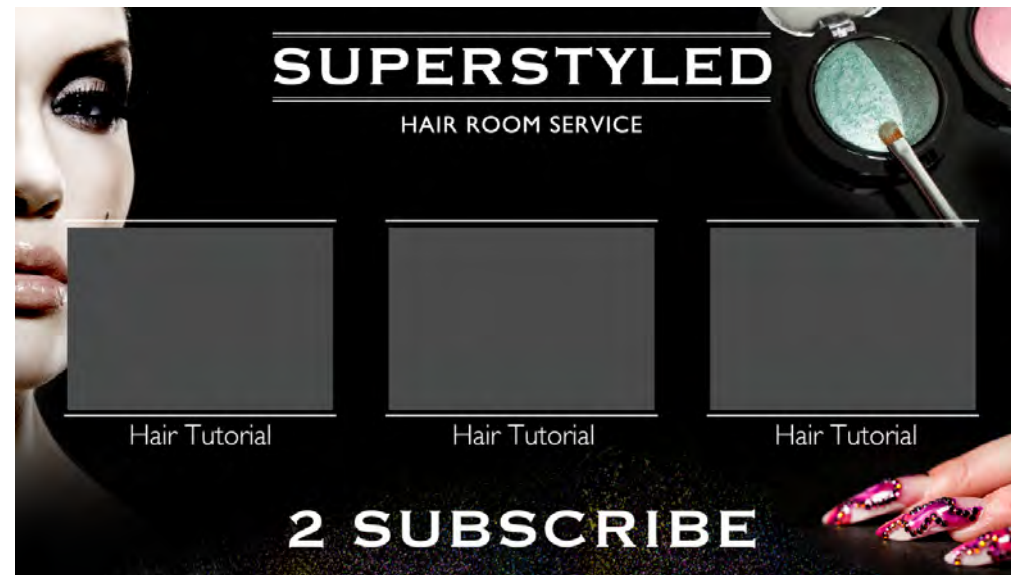
Logo Design Variations

□ Create Visuals for Original Show, SUPERSTYLED

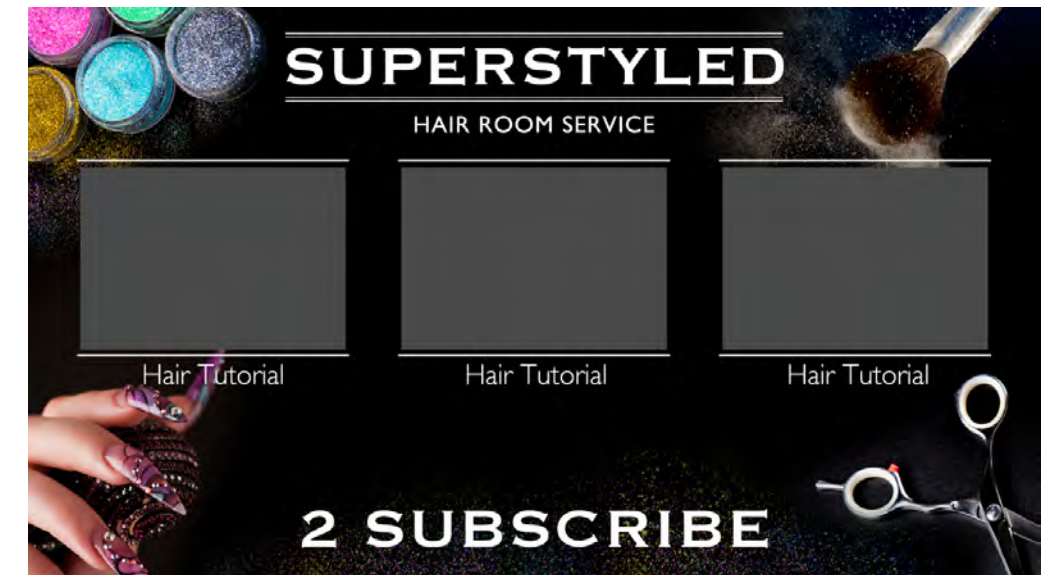
- Create the Logo, visual arts and Show Graphics.



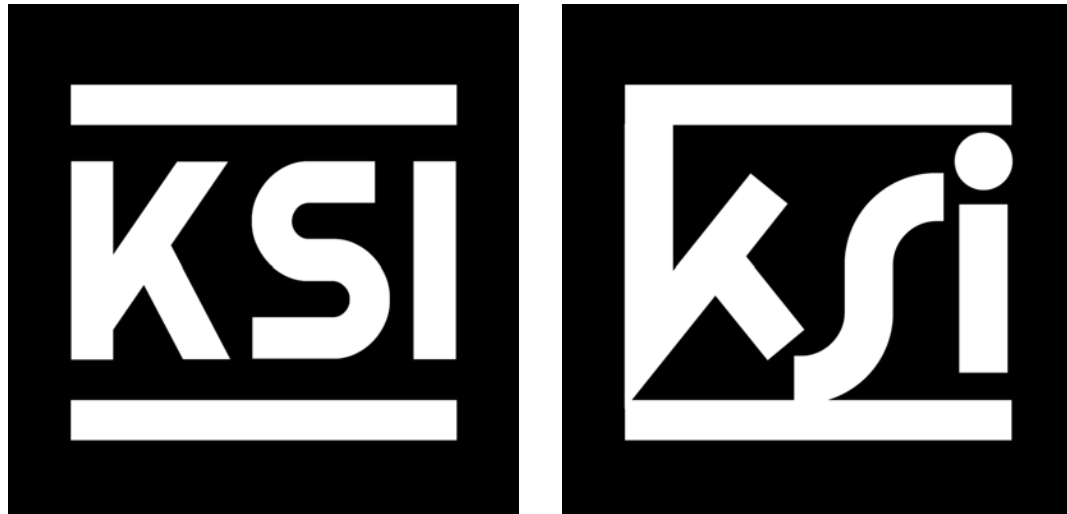
Title Card



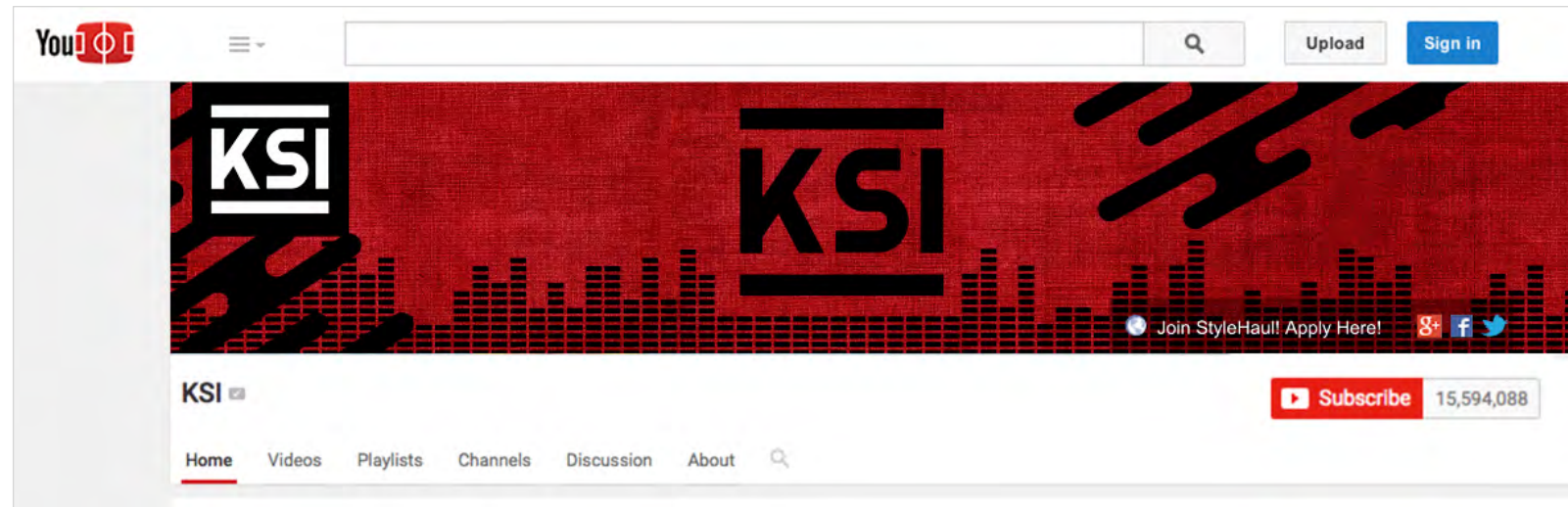
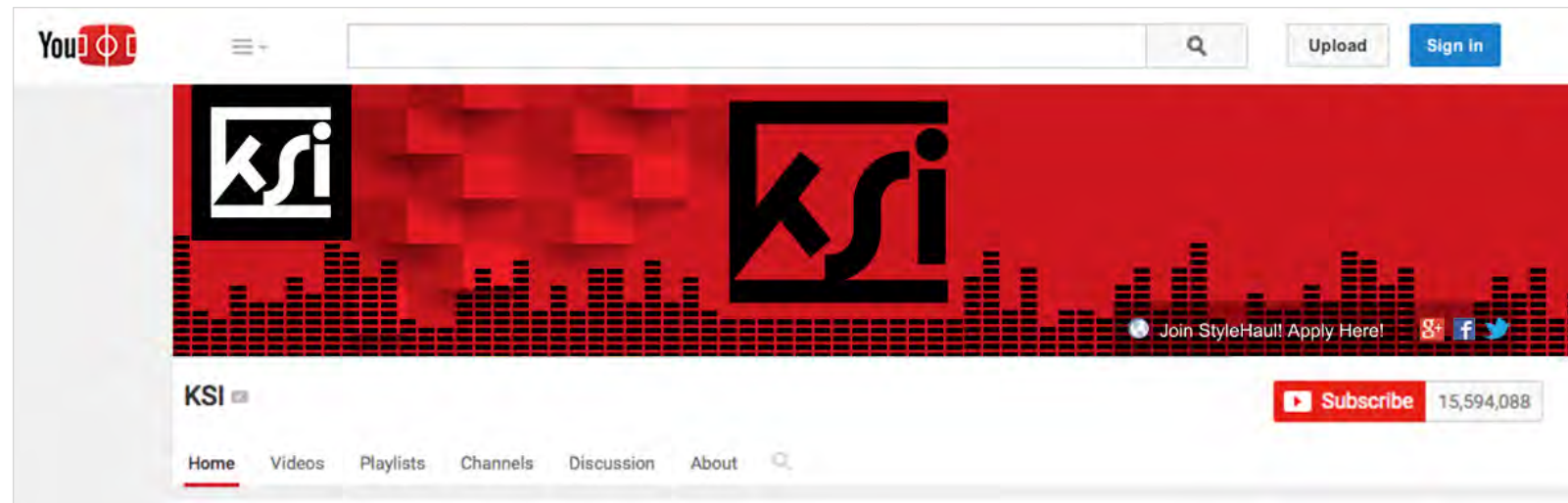
End Card



- Develop Channel Brand Identity - create the graphics for YouTube Channel branding for KSI YouTube Channel



Logo Design Variations



YouTube Banner Design Variations



□ Develop Channel Brand Identity - create Intro Animation with Sound Edit, Thumbnail Design for Cameron Dallas YouTube Channel

- SHOW INTRO ANIMATION - [Click here to watch](#)



□ Create Show Graphics for Original Show and Develop YouTube Channel branding for FM (Fashion + Music) with Singer, Kimberly Cole

- FM TRAILER – [Click here to watch](#)



Logo Design

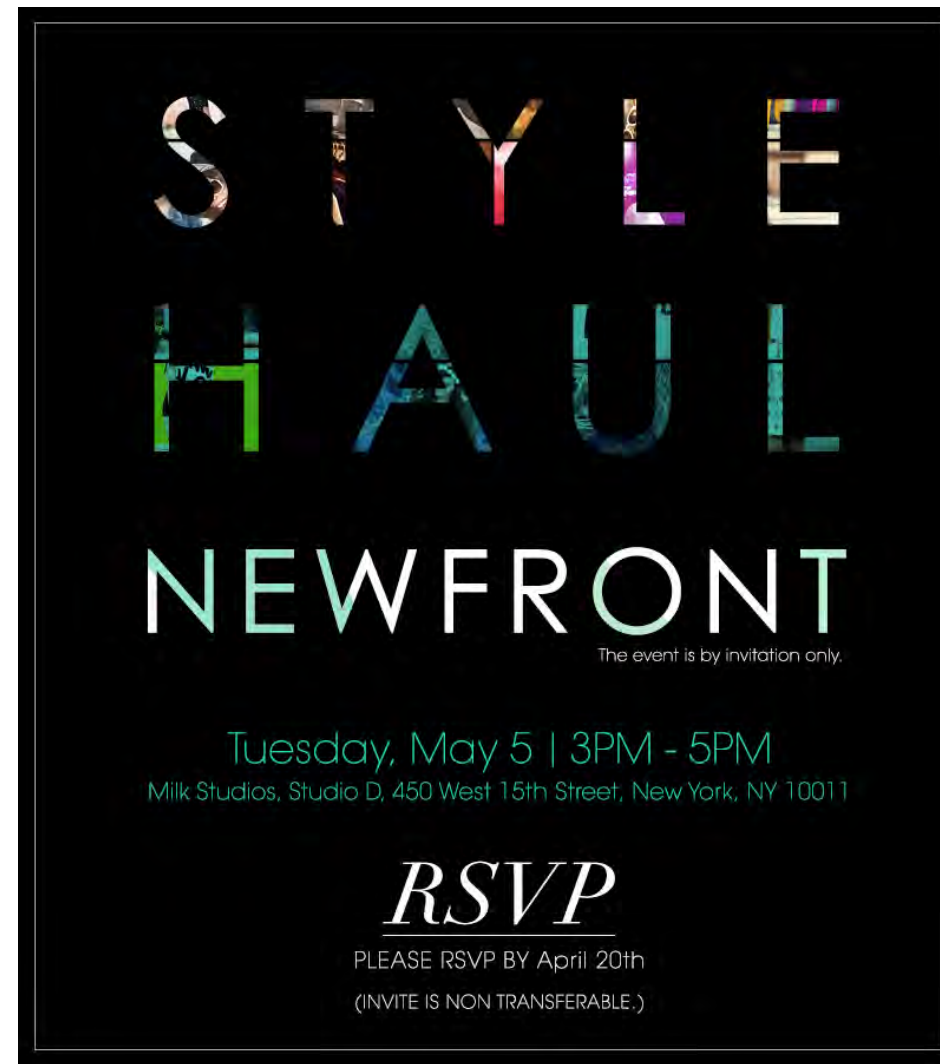


Show Graphics – Lower Thirds, End Card

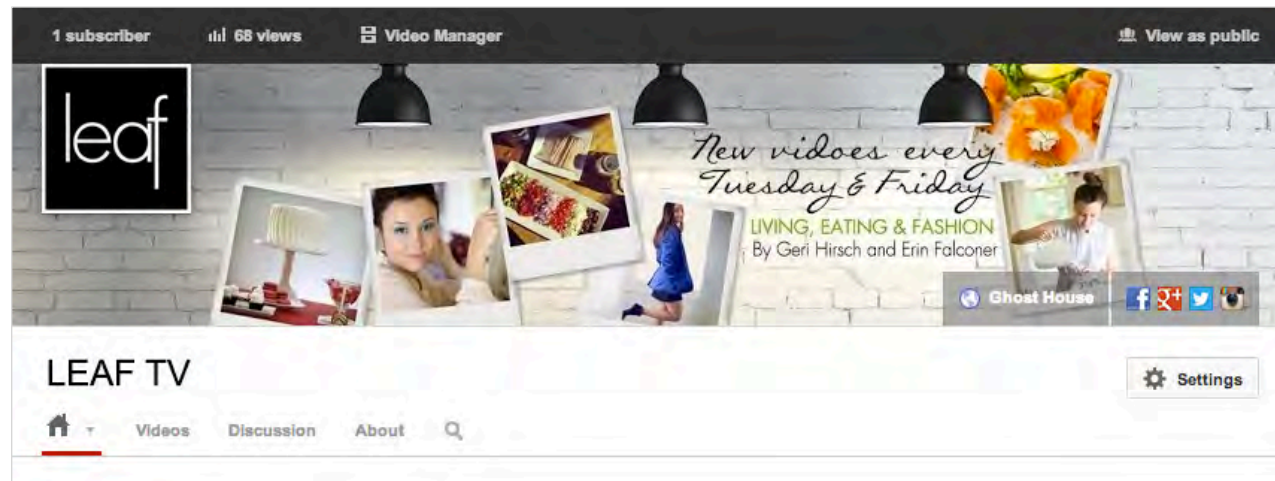


YouTube Skin Design

□ Create Graphics for StyleHaul Newfronts 2015



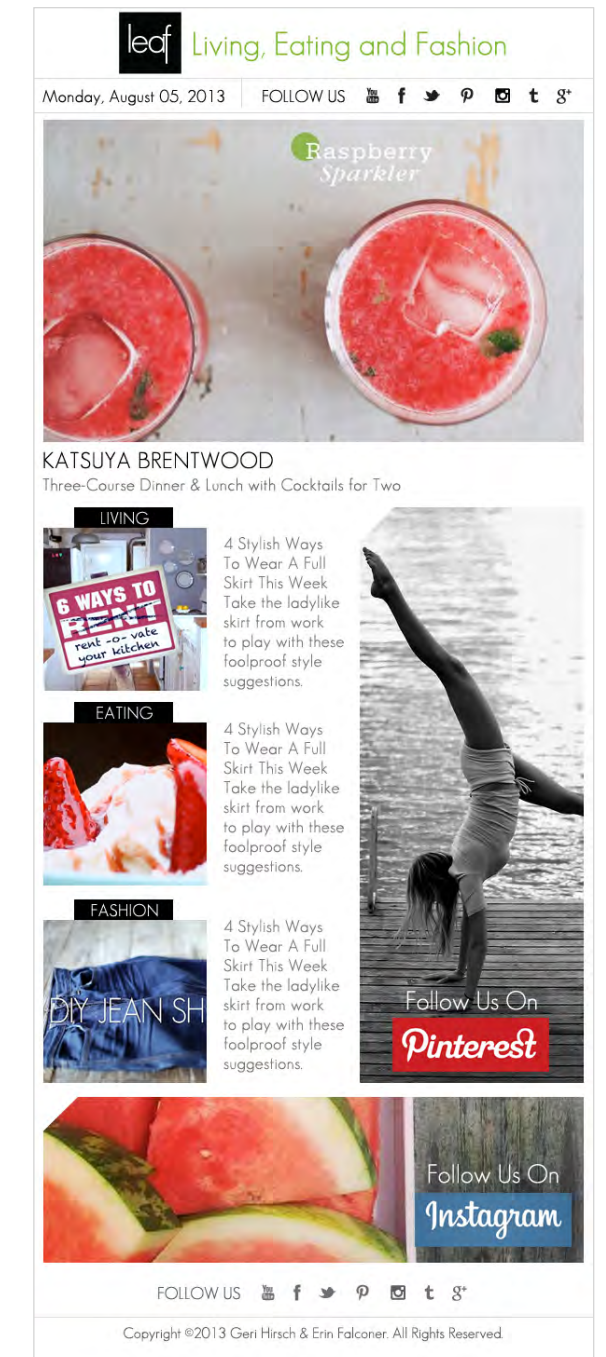
☐ Develop Channel Brand Identity - create YouTube Channel branding and design Webpage and Mailing template



YouTube Banner Design



Web Page and Mailing Template



Create Graphics and Pages for StyleHaul Web Site

