

bryce chan

ART DIRECTOR

contact

bcjaxchan@gmail.com
(904) 469-9430

portfolio

brycechan.art

bio

Art director and illustrator with a knack for storytelling and a passion for uplifting communities through creativity and design

skills

Adobe CC
AI Image Generation
Art Direction
Concepting
Design
Figma
Illustration
Procreate

awards

AAF Most Promising
Multicultural Student
Class of 2021

MAIP Project
2021 Finalist
Digitas

education

University of Florida
Bachelors of Sciences
Advertising
Minor in Digital Arts
and Sciences

experience

Art Director *Prev. Jr. AD*

Argonaut NYC | Nov. 2021 - Present

Clients: Cricket Wireless, WWE Partnership, RFK Human Rights Organization, Bread & Butter Wine, New Business

- Led pre-production (casting, wardrobe, set design) and post-production (color, edit, mix) for national TVC campaigns
- Concepted TVC, social, OOH, social media campaigns, activations, brand platforms, 360 campaigns and more
- Directed influencer talent on set for organic content creation for highest performing content to date
- Oversaw animation and illustration for TikTok workstream
- Streamlined production process for illustrated socials
- Illustrated and produced final assets for social
- Awarded 2022 Employee of the Year

Art Direction Intern | MAIP 2021 Fellow

Energy BBDO | Summer 2021

Clients: Extra, Herradura Tequila, Scrubbing Bubbles, Off! Bugspray, PearleVision, Raid, Mars Food

- Created concepts and produced ads for digital, print and OOH
- Storyboarded and directed content for international clients
- Coordinated MAIP intern creative team for two full-scale spec campaigns for competition

Creative Lead

The Agency at UF | 2019-2021

Clients: Coca-Cola, Amazon Social, Microsoft, City of GNV

- Managed creative department for full-service student run agency focusing on Gen Z content for clients
- Resourced talent and spearheaded communication regarding creative output across clients
- Coordinated creative recruitment and onboarding for copywriting, design and production teams

Illustration Mentee

Uber Mentorship Program | Spring 2021

- Designed Uber Eats assets and compositions for B2B usage
- Developed and refined illustration technique and practice

Art Director | MAIP 2020 Fellow

Multicultural Advertising Internship Program | Summer 2020

- Participant in MAIP's 2020 Virtual Engagement Program
- Competitively selected among 600+ applicants
- Collaborated with fellows on integrated campaign work for Mindshare, Publicis NY, and Dentsu Aegis Network