

WIDYA CHEN

ASSOCIATE CREATIVE DIRECTOR

Creative director with 10+ years turning ambitious ideas into brand experiences that move people across experiential, digital, and emerging tech. I've led immersive activations for Emirates and Lamborghini, performance-driven campaigns for SK-II and Gillette, and high-impact sports content for FOX. I blend conceptual thinking with tech know how, working fluently across AI and traditional creative tools.

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 **WEBSITE**
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EDUCATION

+ **2009 BACHELOR'S DEGREE**
2013 FILM STUDIES
LASALLE College of the Arts

SKILLS

Adobe Creative Suite	● ● ● ● ●
Midjourney	● ● ● ● ●
Claude	● ● ● ● ●
Figma	● ● ● ● ●
AI Video Gen	● ● ● ● ●

LANGUAGES

English	● ● ● ● ●
Mandarin	● ● ● ● ●

WORK EXPERIENCE

+ **2022 ASSOCIATE CREATIVE DIRECTOR**
2025 INVNT GROUP

Spearheaded digital campaigns for brands such as Emirates, Automobili Lamborghini, Aespa, and NFT.NYC. From creative conceptualisation to design and copywriting, my main role is to ensure a seamless integration of brand identity across digital platforms. From captivating social media assets to cutting-edge web3 services, I help elevate the online presence of brands and bring strategic visions to life.

+ **2022 SENIOR ART DIRECTOR**
2020 VAYNERMEDIA

Led creative conceptualization and execution of in-store and digital campaigns across APAC, collaborating with brands such as SK-II, Gillette, Braun, and Durex. Managing a team of creative producers, I shaped brand identity from online to offline, covering visual merchandising and social media assets.

+ **2020 ARTISTIC DIRECTOR**
2019 MAISON 21G

Shaped the brand's identity from its inception in 2019. From building the branding strategy to nurturing and expanding the social media presence, I orchestrated a digital-first approach to enhance the brand's visibility. My responsibilities included creating engaging content for websites, directing concept development, and leading photo shoots, ensuring a luxurious and elevated representation of Maison 21G.

+ **2019 CREATIVE PRODUCER**
2017 FOX NETWORKS

Conceptualised and crafted high-impact marketing campaigns for major sporting events in the annual calendar. Collaborated closely with production teams, filming, and multiple regions for events like Ultimate Fighting Championship (UFC), Formula 1 Racing (F1), and prestigious tennis Grand Slams. Each campaign aimed to create unique narratives, captivating the global audience and enhancing excitement around these events.