

Alison Chang

Tel: 213-573-3232 | Email: alison.ec.chang@gmail.com | Portfolio: <https://alisoncchang.com/>

EDUCATION

ArtCenter College of Design Pasadena CA, USA
Media Design Practices Sep 2021-present
King's College London London, UK
Bachelor of Arts, Liberal Arts Department (Major: Digital Culture; Minor: Philosophy) Sep 2018-Jun 2021

INTERACTIVE MEDIA EXPERIENCE

Virtual Reality (VR) Art Education Project Taipei, Taiwan
UX/UI Designer | VR Product Jul 2020-Dec 2020

- Innovated and developed new VR functions for Exhibitions from inception to product development such as Interactive Timeline & Story Space, The Artist's Studio, The Art Scene, Texture Exploration, In the Style of Artist, and Face-to-face with Artists (Later proposed to Director of KMFA)
- Created cutting-edge interaction and user interfaces in VR for art visitors, developing virtual artists and restoring studio from 100 years ago with 3D modeling

Visual Identity Design & Branding Project Taipei, Taiwan
Brand Designer | SyZyGy Food May 2020

- Re-created new brand identify and positioning for retail shop of Taiwanese snack with consultative approach with empathy map and brand concept visualization
- Analyzed consumer profile, competitor, and business strategy to support business growth for client
- Designed, illustrated, and launched new Logo and VI manual by utilizing Adobe Dimension

Kaohsiung Museum of Fine Arts (KMFA) Kaohsiung, Taiwan
Curation Team | Exhibition, Research and Development Department Jul 2018-Dec 2020

- Assisted in documentary making, including conducting interviews, data collecting, filming and editing the footage to present the subject with a strong narrative, artistic and historical significance
- Assisted in exhibitions planning and displays arrangement. Organized educational space plotting and designing interactivity in accordance with users' needs. Aided exhibition set-up and guided tours
- Designed education promoting and marketing campaigns to facilitate interaction, including collaborative picture books, creative workshops, and in-exhibit missions that allow active participation

Zhanguihua Culture and Art Foundation (a leading culture & art organization in Taiwan) Tainan, Taiwan
Research Intern, Assistant Curator Jun 2016-Jul 2020

- Managed 5 exhibitions throughout Kaohsiung Cultural Center, The Pier-2 Art Center & KMFA. Participated in initial planning and conception of exhibition theme. Arranged displays, interpretive elements, and space in correspondence to theme, demands, and accessibility. Key organizer between artists, vendors, and institutions
- In charge of selecting and editing best-suited illustrations, paintings, and photos for the official magazine (with over 3000+ copies per issue). Photographed for events and picture editing

LEADERSHIP AND PROJECT EXPERIENCE

Taiwanese Society of King's College London London, UK
Vice President of Operation, Secretary Apr 2019-Jun 2020

- Organized annual events and activities, and developed partnership with 3 universities (ICL, LSE, UCL) and student club. Boosted number of participants with 150%~200% growth by working with team of 6
- Pioneered to increase digital impacts and brand exposure by building up social media account (Instagram)

Taiwan (R.O.C) Ministry of Science and Technology, Digital Humanities Promotion Project Taipei, Taiwan
Assistant Researcher Sep 2016-Sep 2017

- Aided in compiling data from fieldworks, image filing and analysis, methodology exploration combining technology, and digital database building for educational and research purposes.

GENERAL INFORMATION

- **Languages:** English: working professional level (IELTS 7.0) / Mandarin: Native / Spanish: Limited Working
- **Software:** Maya, Blender, Zbrush, Adobe (Photoshop, Illustrator, InDesign, AfterEffects, XD), Sketch, Figma
- **Programming:** P5.js, HTML, CSS, Python