



**Lu Chen (Wei Ju Chen)**

Designer

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[Portfolio Website](#) | [LinkedIn](#)

Creative and motivated design professional with extensive expertise in exhibit and experiential design. Skilled in preparing comprehensive design documentation, including hand sketches, graphic illustrations, imagery boards, color renderings, and research documentation. Proficient in 3D modeling, 2D design software, and digital illustration tools. Knowledgeable in architecture design and construction techniques, with experience in the submittal/shop drawing review process and on-site field inspections.

## Software Skills

Rhinoceros, Unreal Engine, Twinmotion, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, iMovie, SketchUp, Keynote AutoCAD, Microsoft Word, PowerPoint

## Technical Skills

Architectural Drawing, Project Research and Management, Hand Sketching, Laser Cutting, 3D Printing

## Language

English, Mandarin, Taiwanese

## Experience

**Creative Lead** | LuC Creative | Pasadena, CA Jun 2021 - Present  
/ Started an independent creative agency to provide multidisciplinary design support with a specialization in branding strategy and graphic design.  
/ Managed a diverse client portfolio, including food service establishments in the USA and esteemed National Research Academies in Taiwan.

**Brand Designer** | Dezert Matcha | Las Vegas, NV Jun 2021 - Dec 2022  
/ Guided brand positioning strategies, conducted market research analysis, and defined critical brand elements and tone, aligning with business objectives for a premium matcha brand.  
/ Developed and refined the visual identity by translating initial concepts into comprehensive design drawings.  
/ Focused on logos, illustrations, and packaging design, with meticulous attention to color schemes, typography, and overall visual aesthetics.  
/ Delivered projects successfully within tight deadlines, ensuring brand consistency and appeal.

**Teaching Assistant** (Design for Play) | ArtCenter College of Design | Pasadena, CA Sep 2022 - Dec 2022  
/ Assisted the professor in providing technical feedback to students during design class.  
/ Contributed to the LEGO Foundation's Play and Learning Research by sharing class design processes and solutions.

**Project Manager** | High Color Printing Company | Taipei, Taiwan Aug 2012 - Feb 2016  
/ Directed high-profile visual communication and packaging projects for international clients (i.e. Harry Winston, L'Oréal, Boucheron) ensuring seamless integration with creative, show/ride, design & production, and operating partners to meet brand goals.  
/ Collaborated with design agencies, production teams, material suppliers, and quality control departments to ensure alignment with brand objectives.  
/ Managed vendors relationships to secure cost-effective production without compromising quality.

## Education

**ArtCenter College of Design** | Pasadena, CA Aug 2019 - Aug 2023  
Environmental Design | Spatial Experience Design | Bachelor of Science  
/ Graduated with honors  
/ Received Phil Hettema Endowed Scholarship, Alumni Endowed Scholarship

**Pasadena City College** | Pasadena, CA Aug 2016 - Aug 2019  
Interior Design, Architecture, Illustration

**Tamkang University** | Taipei, Taiwan Jun 2009 - Dec 2012  
German Literature | Bachelor of Arts