

JOSHUA HUA-CHUN CHAO

趙華軍

ART DIRECTOR | CREATIVE DIRECTOR | APAC BRAND & CAMPAIGN LEAD

Taipei, Taiwan

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PROFESSIONAL SUMMARY

Art Director and Creative Director with 10+ years of experience leading hands-on art direction, integrated campaigns, and brand systems across consumer, enterprise, and corporate audiences. Experienced in translating business objectives, audience insights, and global brand direction into distinctive, locally relevant creative work for Taiwan, China, Japan, and international markets. Combines strong visual craft with end-to-end production leadership across brand identity, print, digital and social campaigns, UI/UX, websites, retail, events, photography, 3D, motion, video, and AI-assisted creative workflows.

CORE COMPETENCIES

Art Direction | Creative Direction | Integrated Campaigns | Brand Identity Systems | Key Visual Development | Consumer Marketing | Enterprise Storytelling | Corporate Communications | Digital and Social Campaigns | UI/UX and Web Direction | Event and Retail Design | Photography Direction | Motion and Video Direction | 3D Creative Direction | End-to-End Production | China Market Localization | APAC Collaboration | Executive Stakeholder Management | Cross-Functional Leadership | Generative AI Creative Workflows

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR

KKTV / KKFARM / KKBOX Group / KKCompany / KKCulture

Taipei, Taiwan | June 2016 - July 2025

- Led hands-on art direction and creative leadership for integrated brand, product, recruitment, and corporate initiatives across consumer, enterprise, and corporate audiences.
- Translated business priorities, audience insights, and brand strategy into creative briefs, differentiated concepts, key visuals, typography systems, color palettes, image direction, motion principles, presentation narratives, and scalable brand guidelines.
- Directed work across print, social media, digital marketing, websites, Figma-based UI/UX, retail applications, event environments, photography, 3D imagery, motion graphics, video, and corporate communications.
- Guided projects through the full creative and production process, including concept development, prototyping, stakeholder presentations, design reviews, production coordination, quality control, approval, and final delivery across digital and physical outputs.
- Managed concurrent creative operations across five business units, including prioritization, resource planning, workload allocation, schedules, feedback cycles, external production partners, and delivery requirements.
- Led and mentored 5+ direct reports and coordinated multidisciplinary teams of 30+ designers, video editors, filmmakers, marketers, product managers, engineers, artists, 3D specialists, and external partners.
- Partnered with CEOs, general managers, business-unit leaders, marketing leads, and product leadership to define creative strategy, present concepts, resolve feedback, and secure executive approval.
- Personally developed and refined campaign layouts, identity systems, UI concepts, motion references, 3D concept studies, storyboards, and executive presentation materials using Adobe Creative Cloud, Figma, Blender, and AI-assisted tools.
- Directed the KKTV brand launch across identity, key visuals, motion graphics, television commercials, digital advertising, landing pages, and brand guidelines.
- Built enterprise storytelling systems for BlendVision and KKStream across worldview films, product videos, client stories, websites, presentations, and datasheet imagery.
- Directed KKFARM brand and artist campaigns, KKCompany corporate identity and employer branding, and the KKCulture identity system across digital, motion, video, event, and communication touchpoints.
- Applied generative AI to research, concept exploration, visual prototyping, story development, image development, presentation production, and creative testing while maintaining brand consistency and human creative judgment.

CO-FOUNDER & COACH

Applied Creativity Engine

Taipei, Taiwan | August 2023 - Present

- Co-founded an AI-powered creativity education venture with Chris Lin, Founder of KKBOX Group, and Matt Cheng, Founder and Managing Partner of Cherubic Ventures.
- Designed and delivered 6+ AI and creativity programs for 200+ educators, executives, entrepreneurs, creative professionals, and students across Taiwan and Japan.

- Partnered with UWC ISAK Japan, Junyi School of Innovation, Chunghwa Telecom Training Institute, WAVE Brand Leadership, and other educational and professional organizations.
- Developed practical workflows combining design thinking, storytelling, entrepreneurship, brand strategy, and AI-assisted research, ideation, visual exploration, storyboarding, image generation, video planning, prototyping, presentation development, and pitching.
- Established an ongoing English-language collaboration with UWC ISAK Japan and produced workshops, online learning materials, printed thinking tools, showcases, and AI-assisted creative exercises.

ADJUNCT INSTRUCTOR, SPECIALIST RANK

Department of Communications Design, Shih Chien University

Taipei, Taiwan | September 2018 - Present

- Teach university courses in creativity, semiotics, communication design, visual storytelling, design thinking, and AI-powered creative practice.
- Connect academic theory with professional art direction, brand strategy, emerging technology, campaign development, critique, presentation, and real-world production.

EARLIER EXPERIENCE

DESIGN DIRECTOR

JC&D

Taipei, Taiwan | February 2015 - May 2016

- Directed environmentally responsible household products, packaging concepts, and exhibition experiences presented at Good Design Tokyo Midtown and Good Design Marunouchi.

MULTIMEDIA DIRECTOR

Saosis Communications

Beijing, China | May 2014 - February 2015

- Led user research, information architecture, visual design, and UI/UX direction for China-market digital products, including the redesign of the ICBC H-CLUB mobile application across mobile, tablet, web, and promotional experiences.
- Translated Chinese user behavior, business requirements, technical constraints, and local market expectations into clear cross-platform design systems, working with product managers and engineers from prototyping through implementation, quality control, and launch.

GAME DESIGNER

Fludot Co.

Taipei, Taiwan | March 2012 - April 2014

- Developed visual systems, user interfaces, motion assets, characters, environments, and gameplay communications for iOS and Android games.

ANIMATION DESIGNER

Modern Media Group

Shanghai, China | August 2011 - February 2012

- Created broadcast openings, motion graphics, animation, showreels, and edited video content for media, events, and corporate communications.
- Adapted Bloomberg Businessweek's global brand and launch direction into locally relevant event, animation, video, and press-conference communications for its China-market entry.

EDUCATION

BACHELOR OF FINE ARTS IN COMMUNICATIONS DESIGN

Shih Chien University | Taipei, Taiwan

TECHNICAL SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe After Effects | Adobe Premiere Pro | Figma | Blender | ChatGPT | Codex | Claude | Gemini | Midjourney | Suno | Google Workspace | Microsoft Office | GitHub

LANGUAGES

Mandarin Chinese: Native

English: Excellent written, verbal, presentation, and cross-functional communication skills

AWARDS AND RECOGNITION

Good Design Award, Japan, 2015

iF Design Award, Germany, 2011

Red Dot Design Award, Germany, 2010

ACM SIGGRAPH SpaceTime, United States, 2009