



# 趙華軍 JOSHUA HUA-CHUN CHAO

**CREATIVE DIRECTOR • UNIVERSITY LECTURER • AI CREATIVITY EDUCATOR**

Creative Director, University Lecturer, and AI Creativity Educator with 9 years of creative leadership experience and 8 years of teaching experience. Skilled in building brand systems, communications design, visual storytelling, and cross-disciplinary creative projects across music, entertainment, technology, academia, and industry in Japan and Taiwan.

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## PROFESSIONAL EXPERIENCE

### **Creative Director** (Jun 2016 - Jul 2025)

**KKTV / KKFARM / KKBOX GROUP / KKCOMPANY / KKCulture** | Taipei, Taiwan

- Led creative strategy and execution across five companies under the same holding group, spanning video streaming, music, enterprise technology, cultural ventures, and internal corporate training.
- Built and evolved brand identities, design systems, product narratives, motion assets, launch campaigns, websites, and corporate storytelling for internal and external audiences.
- Directed high-impact initiatives including KKTV brand launch, Julia Wu artist launch, KKFARM rebranding, BlendVision identity, KKCOMPANY worldview, OurSong, Project Messiah, and KKCulture identity.
- Translated ambiguous business, product, and cultural concepts into scalable creative systems, working with executives, product teams, engineers, musicians, artists, marketers, and external design partners.

### **Co-Founder & Coach** (Aug 2023 - Present)

**Applied Creativity Engine** | Taipei, Taiwan

- 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, focused on creative thinking and entrepreneurial leadership in the AI era.
- Designed and delivered programs for educators, executives, entrepreneurs, students, and CEOs of small and medium-sized enterprises across UWC ISAK Japan, Junyi School, Sharestart Foundation, Chungghwa Telecom Institute, Gallup CliftonStrengths communities, and WAVE Leadership.

### **Adjunct Instructor Rank Specialist** (Sep 2018 - Present)

**Department of Communications Design, Shih Chien University** | Taipei, Taiwan

Teach creativity, semiotics, communications design, design thinking, and AI-powered creativity education through university courses and VISION BASE programs.

## EARLIER EXPERIENCE

### **Design Director** (Feb 2015 - May 2016)

**JC&D** | Taipei, Taiwan

Eco-friendly household product design. Good Design Tokyo Midtown and Good Design Marunouchi exhibition design.

### **Multimedia Director** (May 2014 - Feb 2015)

**Saosis Communications** | Beijing, China

ICBC H-CLUB VIP app redesign and online mall app and web design across mobile and desktop.

### **Game Designer** (Mar 2012 - Apr 2014)

**Fludot Co.** | Taipei, Taiwan

Designed and created multimedia assets for iOS and Android games including P.R.O.B.E. and Turbo Snail.

### **Animation Designer** (Aug 2011 - Feb 2012)

**Modern Media Group** | Shanghai, China

Broadcast openings and showreels; animated and edited Bloomberg Businessweek China launch digital content.

## CORE EXPERTISE

Creative Direction	Art & Visual Direction	Creative Education
Brand Strategy	Corporate Narrative	Cross-Functional Lead
Visual Storytelling	Motion & Animation	Innovation Workshops
Guideline & System	Communication Design	Generative AI Application

## AWARDS

Good Design Award - Japan (2015)  
iF Design Award - Germany (2011)  
Red Dot Award - Germany (2010)  
ACM SIGGRAPH - United States (2009)

## EDUCATION

Bachelor of Fine Arts, Communications Design  
Shih Chien University, Taipei, Taiwan