



ART DIRECTION · EXPERIENTIAL · DESIGN

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SOPHIA CHAN

SELECT WORK EXPERIENCE & PROJECTS

Thinkwell Group | A TAIT Company

Art Director | 2022 - present | Orlando, FL

Art direction of innovative & forward-thinking concepts for future parks, attractions, and experiences, domestic and internationally. Provides direction for teams of designers/concept artists, while collaborating with client & internal teams for both process & presentation.

Freelance - Themed Entertainment & Branded Experiences

Art Director & Designer | ongoing | Los Angeles, CA

Art directing & designing location-based entertainment, from concept to installation. Clients include, but are not limited to Jack Rouse Associates, Disney Parks Live Entertainment, The Hettema Group, and many more.

Miziker Entertainment

Art Director | 2019 - '21 | Los Angeles, CA

Art directed live shows & spectacles for Evergrande Group's Ocean Flower Island. Creative concept development, illustration & SketchUp modeling w/ technical & operational integration, presentation design.

Legacy Entertainment

Associate Art Director | 2018 - '19 | Los Angeles, CA

Art direction of two innovative dark rides in Bali & Jakarta, Indonesia.
ROAD RAGE: Wasteland Escape - World's 1st Stunt Show Dark Ride
PACIFIC RIM: Shatterdome Strike - World's 1st Immersive Theater Dark Ride
Art directed design/fabrication vendors, collaborated with team+clients for two first-of-its kind dark rides, including art directing install on site.

Relevant Partners

Senior Designer | 2016 - '17 | New York, NY

Creative designer for innovative experiential marketing agency. Developed concepts for pitch, scenic & graphic designs for fabrication, managed vendors, and art directed in-field. Worked with agency clients such as Under Armour, Oreo, Cadillac, Samsung, and more.

Disney Parks Live Entertainment

Designer/Art Specialist (scenic + graphic designer) | 2012 - '16 | Orlando, FL

Design & art direction for live entertainment and special events for the Walt Disney World Parks & Resorts, including shows, parades, character experiences, parties, & more. Developed concept art, drawings for print/fabrication, managed vendors, and provided in-field art direction

EDUCATION

Carnegie Mellon University

BFA Communication Design '12

Studies in human-centered design thinking (physical & digital).

SKILLS

Experiential

Concept ideation & mood boards;
Sketchup modeling & rendering with scenic/technical integration;
creative collaboration with budget/technical/etc partners;
creating or directing design packages, management of vendors;
on-site art direction for installation;
event-based decor & styling

Concept Illustration

Concept illustration for pitch;
storyboarding; designing architectural elevations; easily adaptable from high-detail realistic renderings to stylized illustrations

Presentation Design & Branding

Presentation design for pitch;
adherence & elevation of existing brand guidelines; design of print assets (from large-scale signage to small items) and web collateral

Communication

Client presentation & partnership skills; leads & art directs teams of designers; clear on project updates and timelines to all associated parties; team-based collaborator & problem-solver

SOFTWARE

Primary

Photoshop, SketchUp + LayOut, Enscape rendering, Keynote, Illustrator, InDesign
Mac/PC equal fluency

Supplemental

Procreate, Unreal Engine