

Chung-Deh Tien

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EXPERIENCE:

Advance International Inc. Sept. 01 -

- Positions: • Senior designer.
- Responsibility: • Responsible for all packaging and graphic related work as well as photo shoots, style sheet, promos, mock ups, dies and any conceptual ideas for seasonal products such as Christmas garland, Halloween lights, yard signs.
- Packaging: Gifts items and toys. Seasonal items in general.
- Presentations/
- Conceptual design: 1. Obtain data for package direction from oversea division or Licensor.
2. Sketch designs of container for specific product, considering factors such as convenience in handling and stocking, distinctiveness for identification by consumer, and simplicity to minimize production costs.
3. Render designs, including logos boxes, blister cards, pop displays dumps boxes, exterior labels. Create illustrations and photographs for presentation of material, product, or service.
4. Mock up concepts of finished layout and presents sample to Product Manager, Licensing or others for approval.
5. Review final layouts with company president and sale reps and suggest improvements as needed.
6. Prepare illustrations or rough sketches of material according to instructions of licensing agent or Product Manager.
7. Mark up, paste, and assemble final layouts to prepare layouts for printer.
8. Photograph and stylize products for packaging and sell sheets.
9. Responsible for catalog sheets, flyers, B&W ads, etc.
10. Manage and maintain a sometime busy Art Dept. with it's sometime on premise freelances. Clients include Walmart, Dollar General, Family Dollar, Big Lots and Party America.

SME Design. Jan. 98 - Jan. 01

- Positions: • Senior designer.
- Responsibility: • Responsible for creating new identity, illustrations and uniform for various sports related clients.
- Sports Identity- 1. WCW, L A Avengers, University of California, Ind 500, Grand Prix 2000, Kentucky Derby 2001, Tandua Titans, Akebono,
- Include: Brand Asset Valuator, Elon college, Excel Energy Center, Major Indoor Soccer League.

Good Stuff Corp. Oct. 94 - Jan. 98

- Positions: • Senior designer.
- Responsibility: • Establish a complete computer graphic department from my personal expense. Buying my own hardware, software, scanner etc. Introduction computer graphic product presentation and computer graphic packaging.
- Packaging: Paper boxes, blister cards, hang tags, stickers, tin boxes, and wooden boxes and dye-cut blisters.
- Presentations/
- Conceptual design: 1. Color concepts for seasonal vinyl sports products and accessories.
2. Select swatches of fabric and patterns that will go on the vinyl products and watch bands.
3. Multiple Style boards and sell sheets for perspective buyers.
4. Product include vinyl scrunch baseball, vinyl baseball, hockey, soccer, basketball, bowling, boxing, golf, and football sets.
5. This includes high end leather band watches, low end leather band classic time piece for both man and-women, and low end multi-functional sports watch.
- License properties- • Disney: Disney for Kids, The Disney Store, Lion King, Might Duck, Gargoyles, 101 Dalmatian, Winnie the Pooh, Pocahontas, Hunchback of Notra Dame, Toy Story, Little Mermaid, Hercules, and Goofy and friends. Marvel, Spiderman, X-Man, Hulk.
- Include: Viacom: Star Trek, MTV, Rug rat, Dug, AHH Real Monsters, Paramount Pictures. ESPN, NBA, NFL, MLB, NHL.

Freelance. Dec. 93 - Oct. 94

- Polygram Records. • Verne label. CD Rom /cassette Covers for The best of Bud Powell . and the bud Powell the complete set. other illustration- for Polygram CD covers. Presentational display for Hollywood Record.
- Eco-Head inc. • Various seasonal concepts (logos, crest, boarders, textures) for contemporary head wear.
- Bracchi Design inc. • Paper boxes for variety of sausages, blister cards for glow in the dark "zoom balls". and board-games such as "The Tick".

Andover Togs Inc. Sept. 91 - Dec. 93

- Positions: • Graphic designer.
- Responsibility: 1. Responsible for creating screen graphics, embroidered logos and patches on sweats, tees, sweaters, fleece, denim jackets for toddler and 4-7 boys sports wear.
2. Art work includes belt prints, spot screens, and textiles on photoshop.
- License Include: • Tonka, Sasson, Animaniacs characters, Cross licensed Nascar/Loones Tunes,

Garan Inc. Aug. 90 - Aug. 91

- Positions: • Graphic designer/ Production artist.
- Responsibility: 1. Responsible for creating various screen graphic for seasonal sports wear.
2. Responsible for creating color separation on Mac. Work closely with Production Director on dead line.
- License Include: • NBA, MLB, NFL, NHL.

Stone Elkay Industry. Dec. 89 - Aug. 90

- Positions: • Graphic designer
- Responsibility: 1. Responsible for creating various screen graphic for seasonal sports wear and concepts for Infant, toddler and 4-7 division.

Computer Experiences

- Macintosh: • Adobe Illustrator CS, (excellent), Adobe Photoshop CS (excellent), Indesign (Good), Acrobat (Good) Words (Good), Power Point (Good).
Capable of trouble shooting Minor computer Problems on the Mac drives, printers and copiers.
Twelve years of computer graphic experience.

Education Sept. 85- May. 88

- School of Visual Arts: • Received BFA in 1988. Obtain credits for college in 84.
Stony Brook University: Obtaining more credits in Mar. 98 and Jan. 06 for updating computer classes such as Director 5 , Infinity D
School of Visual Arts: and HTML/Dream weaver web class

Hobbies/Awards

- Created over a dozen or so type faces in the past years. developing 3-D logos.
Second finalist in the Grammy award for the best album cover of the year (Bud Powell) in 1995, see HOW magazine.