



Lu Chen (Wei Ju Chen)

Spatial Designer

949.923.1530 | Pasadena, CA

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<https://www.lustudio.co/>

Software Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Rhinceros
Unreal Engine
Twinmotion
iMovie
Sketchup
Keynote
PowerPoint
AutoCAD

Technical Skills

Project Research
Hand Sketching
Architectural Drawing
Laser Cutting
3D Printing
Woodworking
Screen Printing

Language

English Fluent
Mandarin Native

Experience

Creative Lead

Jun 2021-Present

LuC Creative | Pasadena, CA

- Led an independent creative agency to provide multidisciplinary design support, specializing in branding strategy and graphic design. Clients range from food service establishments in the USA to esteemed National Research Academies in Taiwan.

Teaching assistant

September - 2022 - December 2022

ArtCenter College of Design | Pasadena, CA

Kidmania class (Design for play)

- Enhanced engagement for 7 students in design play, demonstrating effective communication and project management.

Brand Designer

June 2021- December 2022

Dezert Matcha | Las Vegas, NV

- 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. Successfully delivered projects within tight deadlines, ensuring brand consistency and appeal.

Assistant General Manager

August 2012 - February 2016

High Color Printing | Taipei, Taiwan

- Managed diverse visual communication and packaging projects, ensuring brand alignment and marketing effectiveness through meticulous project management.
- Optimized vendor relationships to achieve cost-effective production solutions without compromising quality, highlighting a strong acumen in project management and supplier negotiations.
- Collaborated across design, marketing, and quality control teams to unify brand consistency and align design intent in all visual presentations, demonstrating strong cross-disciplinary teamwork.

Education

Art Center College of Design

Pasadena, CA August 2019 - August 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 August 2016 - August 2019

Interior Design, Architecture, Illustration | Transferred 15 credits to Art Center College of Design

Tamkang University

Taipei, Taiwan September 2009 - June 2012

German Literature | Bachelor of Arts