



Kelvin Chiang
 Brand Experiential Designer
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JOB EXPERIENCE

Brand Design Lead

**GENSLER BRAND STUDIO
 NEW YORK, NY**

7 YEARS

Associate, Brand Design Lead (2020-)

Associate, Brand Designer (2019-2020)

Environmental Graphic Designer (2014-2019)

Oversee all project design phases from Ideation/Concept to Development/Production for digital and physical brand experiences in the built-environment.

Partner with Design directors to champion design excellence and find creative solutions through innovative use of material and production methods integrated into the architectural space.

Led the brand design, storytelling, and digital integration of the entry retail experience of a prestigious golf venue, including a 20'-0" architecturally integrated logo with projection-mapped brand expressions.

Led multiple experiential content and design aesthetic processes for 5 global workspaces of a FAANG company, weaving design with the brand's culture, original content and local identities.

AREAS OF EXPERTISE

- Brand Design
- Experiential Design
- Exhibition Design
- Environmental Graphic Design
- Signage/Wayfinding
- Brand Identity
- Editorial Design
- UI/UX Design
- Motion Graphics

Senior Graphic Designer

**AMERICAN MUSEUM OF NATURAL HISTORY
 EXHIBITIONS DEPARTMENT, NEW YORK, NY**

8 YEARS

Senior Graphic Designer (2014)

Graphic Designer (2007-2013)

Lead development of exhibition graphic language, aesthetic, layouts, and framework to shape natural history narratives into impactful visual storytelling.

Collaborated with interdisciplinary team of researchers, creatives, and developers to build holistic experiences with the goal of educating, engaging, and entertaining.

Along with the Department of Invertebrate Zoology, lead the art direction of multiple photoshoots including 20 living spiders.

(black widow, tarantula, etc), and 3D SEM process of microscopic specimen for Spiders Alive! Special Exhibition.

Lead UX/UI design for the Pterosaurs Special Exhibition mobile App, a kids-friendly interactive application with multi-layer engagement including 3D views and studies, media, touch interactives, graphic infographics, etc.

SKILLS

- | | |
|----------------------|--------------------|
| Adobe Creative Cloud | Miro Collaboration |
| Microsoft Office | Procreate |
| Microsoft 365 | Sketchup |
| Google Workspace | Trello |
| Slack | Mentimeter |

EDUCATION

BFA, Communication Design

Parsons the School of Design, 2004-06

AAS, Graphic Design

Altos de Chavón School of Design, 2002-04

COLLABORATIVE EXPERIENCES

Guest Lecturer

**PULSO COLECTIVO
 DOMINICAN REPUBLIC, 2012**

Keynote speaker about Exhibition and Experience Design and how design can affect human behavior, emotions and experiences.

Associate Design Director

**ONE AHEAD CONSULTING
 DOMINICAN REPUBLIC, 2011-2014**

Responsible for the design and creative execution for data visualizations and corporate annual reports.

Editorial Designer

**INDOMINA MEDIA
 LOS ANGELES, CA, 2011-2012**

Designed brand refresh and corporate annual reports.

AWARDS – COLLECTIVE

SEGD MERIT AWARD 2020

AKC Museum of the Dog

AMERICAN INHOUSE DESIGN AWARDS 2013

Spiders Alive! Exhibition

JUSTIFIED: AIGA 2013

Our Global Kitchen

GRAPHIS DESIGN ANNUAL 2012

Race to the End of the Earth

365: AIGA ANNUAL DESIGN COMPETITIONS 31

The Silk Road

SEGD DESIGN AWARD 2009

Hall of Human Origins

SEGD DESIGN AWARD 2006

Darwin Exhibit