



# ALAN CHEN

Creative Designer / Photo Retoucher

## About Me

I definitely feel art fuels the world and fuels why I have a passion to pursue visual design. There is so much out in the world I want to experience.

## Contact

Phone:  
626 319 2820

Email:  
alanchen91.ac@gmail.com

Portfolio  
Areplicacreative.com

## Interest



## Job Experience:

### TheRealReal

- Review and retouch 1000+ images a day
- Digital asset management

### Torrid Photo Retoucher (Freelance)

- » Retouched on average 60-100 images per day for direct upload to Torrid website
- » Specialized in skin retouching work, removing eye bags and tattoos from models
- » Ensured models retained a natural look while meeting eCommerce objectives.

### Forever 21 Assistant Photo Retoucher

- » Retouched on average 100 images per day for direct upload to the Forever 21 eCommerce website.
- » Digital asset management
- » Collaborated with a team of 20+ coordinators, copywriters, and photographers to get images from studio to website as quickly and efficiently as possible.

## Talents:

Art Direction  
 Adobe (Photoshop, Illustrator, In-Design, Lightroom, Bridge, Premiere)  
 Capture One  
 E-Commerce  
 Excel, Outlook

## Education:

Book Shop (Advertising)

Certificate in Graphic Design  
 Parsons School of Design  
 The New School 2019 - 2020

BA Communication Arts (Art Direction)  
 Otis College of Art and Design 2012 - 2015

## Creative Learning Experience:

### The One Club Creative Bootcamp SF (Sponsored by BSSP, GS&P, VB&P)

Oct. 2015 // An advertising creative competition held in the Art Academy of San Francisco. Collaborated with team members to make a creative 360 campaign for real advertising clients. Gained experience in ideation, developed visual solutions, and delivered advertising extensions to the client. Learned about Bay Area agencies and meet great creatives

### RPA // Lookatmeacademy

Sept. 2015 // Public advertising seminar run by RPA creative executive Jason Sperling spread across two months. Discovered new perspectives on creative thinking and how creatives should move forward in the industry. Acquired new techniques and methods of art direction