

Kexin Chen

rowenackx@gmail.com | +1 626 662 9366 | Los Angeles | [Portfolio](#)

SUMMARY

Visual Development Artist and Art Lead with experience leading multidisciplinary game teams, developing visual systems, and building production workflows across interactive and commercial creative projects. Integrates visual storytelling, asset pipelines, cross-functional collaboration, and visual direction to improve creative iteration and delivery.

EDUCATION

University of Southern California

Aug 2023 – May 2027

BFA, Game Art Major, Computer Science Minor, Visual Narrative Art Minor

Los Angeles, CA

- **GPA: 3.8/4.0**

PROFESSIONAL EXPERIENCE

FantasticMan China (Marie Claire China Group)

May 2026 – July 2026

Creative Operations Intern

Shanghai, China

- Developed client-facing case studies and project recaps for Dior, Cartier, Issey Miyake, Bvlgari, and key FM content verticals.
- Transformed media kit content into reusable presentation and documentation templates to streamline creative collaboration and improve cross-team consistency.
- Tracked project progress through internal systems and calculated DMR exposure metrics to support creative reporting and account follow-up.

PROJECT EXPERIENCE

[Aftertaste](#)

Apr 2025 – Present

Art Lead

Los Angeles, CA

- Led a 13-member art team within a 50-person production; managed art development and team operations.
- Created the art style guide, unifying visual standards for characters, environments, UI, and animations.
- Managed weekly production workflows, milestones, and cross-team coordination across design, directing, and engineering.
- Built an asset review pipeline for 3D models, textures, UI, and animations to ensure cross-module consistency.

[InSync](#)

Sep 2024 – May 2025

Art Lead

Los Angeles, CA

- Directed concept art and key visual design, establishing the overall aesthetic identity and tone.
- Led art reviews and style oversight to ensure visual consistency across installation and interactive elements.
- Collaborated closely with engineers to translate artistic intent into interactive logic in the live experience.
- Researched cutting-edge art tools and real-time rendering techniques to inform technical and production pipelines.

[How To Pet Your Cat](#)

Jan 2025 – June 2025

Art Direction

Los Angeles, CA

- Led overall visual style and UI design for the game and interactive experience, ensuring consistency across all 2D assets, animations, and interfaces.
- Managed exhibition visuals including GDC 2025 booth layout, wayfinding systems, and all media touchpoints.

AWARDS, SKILLS, TECHNOLOGIES & LANGUAGES

- **Awards:** A Maze. / Berlin 2026 Explorer Award (InSync); Muse Creative Awards 2026 Gold Winner (InSync); IGF Alt.Ctrl.GDC Finalist (How to Pet Your Cat); Day of the Devs 2025 Official Selection (How to Pet Your Cat)
- **Skills:** Maya; Adobe Suite; Procreate; GitHub; Perforce; Unreal Engine; Unity
- **Technologies:** C++; Java; JavaScript; HTML
- **Languages:** Chinese (Native); English (Native)