

DYLAN CHEN

ART DIRECTOR | GAME ART DIRECTOR | DESIGN DIRECTOR
Corona, CA | marilynyuchen@gmail.com | linkedin.com/in/zhenchen-dylan/

PROFESSIONAL SUMMARY

Art and design leader with 15+ years of experience directing multidisciplinary teams and visual development across games, digital products, brand systems, animation, and experiential design. Proven record building and turning around art teams, setting visual standards, and shipping commercial products across mobile, PC, arcade, and slot platforms. Currently applying generative AI and creative technology to visual development, motion storytelling, and product prototyping.

CORE COMPETENCIES

Creative & Art Direction | Game Art & Visual Development | Team Leadership | Visual Systems & Quality Standards | Product & UX Design | Generative AI Workflows | Brand & Multimedia

PROFESSIONAL EXPERIENCE

INDEPENDENT CREATIVE TECHNOLOGY & AI PROJECTS

Corona, CA

Creative Director / Designer

Aug 2025 – Present

- Apply generative AI to visual development, motion/film, storytelling, and interactive product design, building practical workflows for concepting and production.
- Design and prototype AI-enabled iOS experiences using AI-assisted development, translating product concepts into working prototypes while retaining hands-on ownership of UX and visual direction.

ESPORTLET CORP.

Corona, CA

Chief Design Consultant

Jul 2024 – Jul 2025

- Led a 30-person design organization across brand, product, e-commerce, and multimedia for an electric mobility company, setting visual standards and review workflows.
- Unified brand identity, product UX, and launch content across web, commerce, and marketing touchpoints; continued project-based design support through Jul 2025.

BAIDU YI XIN NETWORK TECHNOLOGY

Beijing, China

Art Director

Oct 2019 – Nov 2022

- Rebuilt an underperforming art team and reset visual direction for Happy Chef, earning strong internal recognition for visual quality and team performance.
- Directed art for 3D mobile title Abite of Town, which was featured by Apple and reached No. 4 after launch.
- Led visual development across sci-fi, culinary, and Tencent-customized mobile titles; received Outstanding Employee recognition while the art group earned Best Team.

BEIJING GAMERRY INTERACTIVE TECHNOLOGY

Beijing, China

Art Director

Oct 2011 – May 2019

- Directed visual development and quality standards across internal and outsourced teams contributing to hundreds of PC, arcade, mobile, and slot titles.
- Served as Producer and Art Director on A Havoc on the West, A Journey to the West, and Happy Hospital, guiding projects from concept through final delivery.

BEIJING ASEA EXHIBITION CO., LTD.

Beijing, China

Design Director

Dec 2007 – Dec 2010

- Coordinated 70+ designers across Beijing, Shanghai, and Guangzhou for major auto shows and the 2010 Shanghai World Expo.
- Delivered branded environments and event experiences for Mercedes-Benz, Hummer, Changan, Brilliance, Lotus, and Chevrolet.

JUNG CHI KWANG ANIMATION CO., LTD.

Beijing, China

Art Director & Storyboard Director

Aug 2006 – Dec 2007

- Created concept art and storyboards for Laura's Christmas Star; its DVD ranked No. 1 in its category in German-speaking markets.
- Directed art for the 100-episode 3D educational series Lingling Teaching Chinese and coached the art team across production.

EDUCATION

TSINGHUA UNIVERSITY, ACADEMY OF ARTS & DESIGN

Beijing, China

Display Design, Department of Industrial Design

1999 – 2003