

XU CHEN

CREATIVE STRATEGIST • BRAND COMMUNICATION • AI-ENHANCED VISUAL DESIGN

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A versatile creative professional holding a Master of Global Media Communication from the University of Melbourne. Specialised in brand communication, AI-enhanced visual production and independent business operations, with proven end-to-end capability across the full pipeline — upfront strategy and planning, multi-dimensional visual creation, and back-end conversion. Across cross-disciplinary R&D collaboration, large-scale public-event coordination and cross-platform acquisition-and-monetisation projects, has consistently shown sharp commercial instinct and strong execution on complex projects.

EDUCATION

Master of Global Media Communication (WAM 82)

2023 — 2024

THE UNIVERSITY OF MELBOURNE

Mobility, Culture and Communication (H1) • Researching Media & Communications (H1) • Creative Economy, Policy, and Power (H1) • Global Communication: Theory & Research (H1)

Bachelor of Animation Production (WAM 78)

2018 — 2022

UNIVERSITY OF TECHNOLOGY SYDNEY

Context: 2D and 3D Animation (Distinction) • Animation Studio (Distinction) • Life Drawing (Distinction) • Introduction to Photography (Distinction)

EXPERIENCE

Creative Designer

2025.07 — 2025.09

OperEase Intelligent AI • Hangzhou, China

- **Product UI/UX design:** Led the core UI design for an AI-assisted small-business management platform, innovatively bringing in AI tools to generate visual assets — sharply improving efficiency and visual impact.
- **Cross-functional delivery:** Worked closely with engineers to rapidly turn UI/UX concepts into high-quality interfaces and follow through on front-end refinement, building hands-on experience in cross-disciplinary collaboration and shipping new technology.
- **Pitch design & recognition:** Led the design for the product's key pitch and set its visual tone. The product went on to win an AI "Outstanding Project" award and government backing in Yuhang District,

Hangzhou — validating the commercial value of the design.

Pre-sale Home Staging Designer

Mar 2026 — May 2026 • 2 mos

Australia • Property Home Staging / Display-home Styling

- **Space & styling design:** Planned overall space layout and soft-furnishing styling for pre-sale properties; delivered furniture pairing, colour coordination and atmosphere-building based on floor plans and target buyers, lifting visual appeal and sales conversion.
 - **AI-assisted visualisation:** Used AI tools to quickly generate styling renders, visualising design concepts for fast client sign-off and greatly shortening the prototyping and decision cycle.
 - **On-site execution:** Coordinated selection and procurement of styling materials, and managed on-site setup and final presentation to ensure delivery matched the design intent.
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Art Department Assistant

Freelance • 1 mo

Australia • Short-drama Film Set

- **Set construction:** Built and dressed sets, accurately realising the art director's visual design to safeguard on-screen presentation.
 - **Props & materials:** Managed props distribution and consumables across shooting days, ensuring smooth turnaround and visual continuity between shots.
 - **Cross-team coordination:** Coordinated resources across departments to keep transitions and overall schedule on track within a tight shooting window.
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Client Relationship Manager

6 mos

EC Markets / Vatee Capital • Securities Brokerage

- Managed client engagement and relationships, providing professional advice and tailored solutions.
 - Drove targeted acquisition via Instagram, WeChat and LinkedIn — averaging ~90 new clients per month and consistently meeting a monthly deposit target of US\$10,000.
 - Helped plan a CFD trading competition, owning the upfront planning, promotion and poster design; high-quality campaign content lifted client reach and overall conversion.
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Commercial Model

2023 — Present

Brand Advertising • Runway Shows • Photography Studios

- Featured in brand advertising shoots and commercial runway shows for fashion and other brands, and repeatedly engaged as a sample and fit model for photography studios; quickly matches brand tone and

captures the right mood, delivering efficient shoots with a high keeper rate.

- Experienced performing under pressure before large public crowds — including runway at major outdoor events such as the Melbourne Lunar New Year charity celebration — working in sync with the team to deliver flawlessly.

Art Studio Teaching Assistant

Part-time • 1 yr

Children's Art Education

- **Teaching support & parent relations:** Prepared lesson plans and handled daily logistics; used personalised communication with children aged 4–5 to build trust and ease emotions, and kept close feedback loops with parents to raise trust and satisfaction.
- **Event & logistics planning:** Co-planned and ran overnight children's outdoor sketching trips with lead teachers, managing hotel bookings, catering and on-site contingencies with strong execution.

Independent E-commerce Operator

Self-run side business

Betta Fish Brand (5 mos) • Online Fashion Store (1 yr)

- **Betta fish brand:** Ran brand-building and video editing, and independently handled sourcing, daily breeding and selection of ornamental betta fish. Within two months of active selling, converted ~300 sales through diversified promotion and attentive customer service.
- **Online fashion store:** Ran the store in spare time with daily posting and content upkeep, independently handling product selection and styling photography. Drove targeted traffic and engagement via WeChat, Xianyu and Xiaohongshu (RED), reaching ~RMB 50,000 in sales within a year.

Stage Actor • Lead Role

UniMelb Chinese Culture Festival

Charity Stage Play — "As You Wish"

- Played the female lead in "As You Wish", a flagship stage play at the University of Melbourne Chinese Culture Festival, showing strong stage presence and command of the live setting. Backed by solid acting and emotional resonance, the play was named "Best Programme" of the charity showcase.

ACTIVITIES

UniMelb Chinese Culture Society • Media & Publicity Team

- Independently led the society's brand visual design, including designing and producing a new society logo.

- Provided online promotional visuals for cultural events, producing high-quality social-media posters that strengthened the society's visual identity and event impact.

Melbourne Hanfu Society

- Featured as an on-camera model in Han-culture promotional videos and photo shoots, contributing to planning and visual presentation and boosting the society's public exposure and cultural influence.
- Co-planned an offline "Chinese-style Market" event, handling upfront creative promotion, stall visual planning and on-site coordination to support the overseas promotion of traditional culture.

S K I L L S

Brand Communication & Event Planning

- **Brand visual direction:** Strong design ability and a distinctive aesthetic, delivering multi-dimensional visual solutions across imagery, multimedia and animation to lift brand expression with a highly consistent style.
- **Event planning & content:** Extensive hands-on experience in brand events and content operations; tailors platform-specific promotion strategies and converts effectively through campaign planning and account operations.
- **Integrated comms strategy:** Skilled at fusing visual expression with communication strategy, driving efficient coordination between content creation and promotion cadence on large projects to amplify overall reach and impact.

Multimedia & Animation

- **Cross-medium animation:** Deep grasp of the visual logic across 2D, motion graphics and 3D, matching project needs to the most suitable form for optimal communication.
- **2D animation & exhibited work:** Proficient across the full pipeline from scriptwriting and storyboarding to character development (Harmony, Procreate). Personal 2D animation work was exhibited at Sydney's Spice Alley cultural festival and shown on public-space visual-effects screens.
- **Motion graphics:** Proficient in After Effects for high-quality motion graphics and visual effects, applied to advertising, brand promotion and data visualisation.
- **3D & spatial design:** Solid 3D scene modelling and rendering; builds high-quality spatial environments and visual elements that add depth and immersion.

Post-production & Visual Design

- **End-to-end visual creation:** Combines image creation, retouching and video production — independently taking content from concept to post, a strong all-round visual-content advantage.
- **Video editing & direction:** Proficient in Premiere Pro, DaVinci Resolve and CapCut; skilled at documentary and vlog editing, with precise control of narrative pacing and visual packaging.

- **Illustration & retouching:** Solid fine-art foundation and professional-grade retouching (Photoshop); builds a high-quality visual base early and deep-optimises colour and detail in post.

AI Creative Productivity & Tech Habits

- **Visual & content generation:** Proficient with AI image tools such as Nano Banana and advanced prompt design; uses LoRA for character consistency and style stabilisation, pairing a solid personal aesthetic with AI to build visually coherent content efficiently.
- **Coding & workflow automation:** Uses AI assistants such as Claude Code and OpenClaw for development and scripting, applied to web development, front-end design and workflow optimisation.
- **AI-assisted multimedia:** Integrates AI deeply into traditional video workflows — ideation, asset generation, editing and presentation — to boost production efficiency and dynamic expression.
- **Continuous learning & iteration:** Keen to try and learn new technology; spots optimisable steps in workflows and uses AI to automate and improve, continually iterating on ways of working.