DORIAN CHEN

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PROFESSIONAL SUMMARY

Visionary Creative Director focused on redefining brand storytelling for iconic retail and lifestyle companies, including Gap, Kohl's, Kenneth Cole, and Mattress Firm. Spearheaded the creative transformation and brand repositioning of a $4B+ retail business, evolving fragmented, product-led organizations into cohesive, design-driven brand experiences. Led multidisciplinary teams and building workflows and systems that deliver high-quality work at scale. Deep expertise in photography, video, and high-volume production, with a premium aesthetic and refined craft. A process-driven leader who translates business objectives into clear, consistent brand and creative execution that strengthens customer engagement and brand identity.

EXPERIENCE

CREATIVE DIRECTOR, Mattress Firm | Houston, TX / Remote | 06/2021 – 09/2023

Led the creative transformation of a $4B+ retail business, shifting the legacy brand beyond traditional product marketing into a more lifestyle- and experience-driven brand across all customer touchpoints. Built and scaled a 20+ member in-house multidisciplinary creative team, establishing the systems, workflows, and operating model to support enterprise-level brand evolution and high-volume content production.

- **Omnichannel Creative Direction:** Directed integrated photo and video production across retail, print, digital, campaign, and social to ensure consistent brand expression and customer engagement.
- **Creative Operations & AI Integration:** Developed a high-volume content ecosystem integrating AI-driven workflows to improve speed, consistency, and scalability across campaigns and digital channels.
- **Cross-Functional Leadership:** Partnered with marketing, e-commerce, merchandising, and executive stakeholders to translate business objectives into cohesive creative strategies and campaigns.
- **Brand Systems & Workflow Design:** Helped establish scalable creative systems, templates, and operational processes to support brand storytelling consistency across campaigns and communications.

FREELANCE CREATIVE DIRECTOR / INDEPENDENT CREATIVE CONSULTANT | 08/2013 – Present

Partner with global and emerging lifestyle brands to evolve brand identity and storytelling, shifting from product-centric marketing to emotionally resonant, lifestyle-driven narratives. Operate across concept, art direction, execution, and brand systems as both strategic and hands-on creative lead.

- **Visual Storytelling:** Translate seasonal and product narratives into elevated, lifestyle-driven visual direction across digital and physical touchpoints.
- **Creative Strategy:** Advise brand and marketing teams on visual direction, scalable design systems, and customer-facing storytelling across DTC and retail environments.
- **Executive & Brand Communications:** Develop high-impact presentations, pitch narratives, campaign concepts, and communication-focused creative assets that align brand storytelling with business objectives.

ASSOCIATE CREATIVE DIRECTOR, FullBeauty Brands | New York, NY | 06/2017 – 01/2020

Creative lead for a high-volume e-commerce portfolio, balancing premium lifestyle aesthetics with performance-driven growth across digital and print platforms.

- **Creative Vision & Category Leadership:** Led creative strategy for high-volume categories, directing the brand's visual story through seasonal catalogs and multichannel campaigns.
- **Photo & Video Direction:** Established high standards for photography and video, overseeing all lifestyle content to ensure visual consistency and emotional connection across thousands of pages.
- **Conversion-Led Storytelling:** Partnered with E-commerce and Merchandising to deliver high-performing visual assets that increased consumer engagement and customer retention.

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SENIOR ART DIRECTOR, Kenneth Cole Productions | New York, NY | 02/2014 – 06/2015
• **Campaign Conceptualization:** Conceptualized and art-directed seasonal campaigns and brand shoots, overseeing all creative content for wholesale, in-store, digital, and social platforms.
• **Brand Governance:** Oversaw licensee creative content to ensure global brand consistency.
• **Design Execution:** Directed and managed design and execution of customer-facing materials across in-store, licensing, collateral, and packaging channels.

SENIOR ART DIRECTOR, CarlByrd&Co. | New York, NY | 10/2010 – 07/2013
• Led 360° campaign development and creative strategy from concept to completion across TV, digital, print, and retail activations.
• Directed shoots, post-production, and mentored junior creatives and freelancers.
• Select Clients: Macy's, LeSportsac, Gap, C&A, Cherokee, Echo Design, Ann Taylor

SENIOR ART DIRECTOR, McCann NY | New York, NY | 08/2009 – 10/2010
Conceptualized and art-directed national TV campaigns and brand activations for Kohl's, overseeing all creative production and post-production.

ART DIRECTOR, Laird+Partners | New York, NY | 05/2004 – 02/2009
• Directed concept development and design execution for global Gap seasonal campaigns, including Japanese market adaptations.
• Art-directed and supervised still photo shoots, managing print, outdoor, packaging, and collateral production.

EDUCATION

MFA in Graphic Design, Savannah College of Art and Design, Savannah, GA, 09/2003
BFA in Communication Arts, Fu-Jen Catholic University, Taipei, Taiwan, 06/1999 *Magna Cum Laude*

SKILLS

• Category-Defining Strategy • Lifestyle Brand Transformation • Omnichannel Brand Leadership • Executive Art Direction • High-Volume Photo & Video Direction Oversight • Editorial Design & Narrative Development • Visual & Verbal Identity Systems • Performance-Driven Storytelling • 360° Campaign Concepting & Execution • High-Volume Content Production • Creative Operations & Workflow Design • In-House Creative Team Building • AI-Assisted Creative Production • Digital & Retail Brand Transformation • Consumer Insight-Driven Creative Strategy • Cross-Functional Leadership • Scalable Brand Systems & Templates • Digital Tools (Microsoft 365, Workfront) & Design Software (Adobe Creative Suite, Figma, Canva)

HONORS

• **2007 Design Council Showcase**: Gap's "Age Wash Denim" flip insert – selected from 400 global entries.
• **SCAD Catalog Showcase**: Works selected for display, 2003–2004.
• **AIGA Best Portfolio Winner**, Portfolio Review of Jacksonville, FL, April 2003.

ONLINE PORTFOLIO

http://dorianchen.carbonmade.com