

# PENGRAN CHEN

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## SUMMARY

Creative design student with a research-oriented approach to visual communication and digital media practices. Possesses solid technical proficiency in software tools and emerging technologies, along with strong analytical thinking, adaptability, and effective time management. Experienced in collaborative project-based environments and committed to producing thoughtful, high-quality creative outcomes.

## WORK EXPERIENCE

**Beijing Storycom International Culture Communication Co., Ltd. - Jul. 2025 - Sept. 2025**  
**Beijing, China**

**Position: AIGC Internship**

**Participated in:** Deeply involved in the animation adaptation project for the sci-fi film "Deep In." As the technical team leader for the artificial intelligence project group, I participated in the pre-production discussions for this animated film. Within a limited timeframe, I led the team in using AI technologies like Midjourney to produce two animated episodes and a trailer, which secured core investment for the project. I also assisted the Operations Director in coordinating with various companies, which provided me with an in-depth understanding of the animation film industry's operational model and commercial prospects. This experience not only broadened my insight into the market but also helped me further refine my career plans.

**CTVV Media Group Co., Ltd. - Beijing, China**

**Apr. 2025 - Jun. 2025**

**Position: AIGC Internship**

**Participated in:** Managed the innovative media segment for the promotional video project of BBMG JIDONG CEMENT GROUP CO., LTD. The finished work received high praise from the client. I brought the company the new technology of artificial intelligence, to help their long-established, historic factory clients achieve their vision of entering the modern electronic era. I also handled video editing position for China Guoyun Sports' official WeChat public account. I created AI-generated visual effects for short videos. At this traditional advertising agency, I rotated through different departments in both pre-production and post-production. While learning the framework of the advertising industry, I also experimented with integrating new media technologies.

**PayYou Education - Montreal, Canada**

**Jun. 2021 - Jan. 2022**

**Position: UI/UX Designer**

**Participated in:** Developed weekly and monthly promotional content for the educational institution's social media channels. Took full responsibility for all aspects of promotion, from visual content to copywriting. Maintained website updating with new promotes and corporate announcements. In this first job, I gained the most crucial workplace skill, which is how to balance creative content within limited frameworks. At the same time, the significant improvement in my execution capabilities has made multitasking much easier in my subsequent studies and daily life.

## EDUCATION

**City University of Hong Kong**

**2026.9 - 2028.4**

**Major:** MFACM Creative Media

**Status:** In Progress

**OCAD University**

**Aug. 2023 - Apr. 2027**

**Major:** BDES (Hons) Digital Futures

**Degree:** Bachelor of Design

**GPA:** 83/100

**Focused Area:** Multi-Interaction between human, digital, and object.

**Skills Learned:** By combining handcrafting, visual coding, and Arduino circuits, I explore the boundless possibilities of sound, imagery, and human interaction. These fascinating collisions transform my work beyond its physical form, inviting each individual to interpret it uniquely.

**Dawson College**

**Apr. 2022 - Apr. 2023**

**Major:** Interactive Media Art

**Focused Area:** Interactive 3D games and entertainment

**Skills Learned:** I independently developed a parkour game titled "Breakout: The Villa" using UE4, which won the Best Game of the Academic Year award. Building upon 2D design, I achieved a comprehensive enhancement in human-digital interaction. From zero to multi-level 3D games, I gained not only technical knowledge but also accumulated experience in interactive feedback.

## Centre De Technologie Rosemount

Aug. 2018 - Apr. 2020

**Major:** Graphic Design

**Degree:** Diplôme d'études professionnelles

**Focused Area:** Digital technologies in visual communication systems

**Skills Learned:** Systematically completed the study of graphic design theory. It not only enhanced my aesthetic appreciation for visual design but also laid the foundation for my programming skills. I also gained a comprehensive understanding of the Adobe suite.

### KEY SKILLS

- Creative thinking
- Problem solving
- Leadership
- Attention to details
- Time management skills
- Effective communication
- Cross-platform developing
- AI technologies
- Game Design
- Scripting & Visual Programming
- Projection mapping
- Audio producing
- Laser cutting
- 3D printing
- 3D modeling
- Digital Illustration
- Plastic fabrication
- Photography

### CERTIFICATE Digital Media Skills Certificate

**From:** OCAD University

**Date:** September 2024

**Focused Area:** Cross-platform professionalism in digital content

**Skills Learned:** This Certificate demonstrated that I have comprehensive proficiency in the latest digital content creation and media management techniques. With hands-on experiences and deep dives in software, I reinforced my ability to work across multiple digital platforms.

### LANGUAGES

- Chinese, Native 
- English, IELTS 6.5 
- French, Tefaq B2 