



GEORGE CHEN PORTFOLIO



陈 玺 GEORGE CHEN

I turn brand DNA into things people can see, feel, and remember.

From luxury fashion campaigns to retail experiences and social content, my work sits somewhere between visual culture, storytelling, and commercial impact.

- 2023 • **SChool of Visual Art, New york**
Director of Cinematography
- 2019 • 中国传媒大学
广告学 Advertising
- 2014 • 上海理工大学
平面设计 Graphic Design

- #Project management
- #Art direction
- #Storytelling
- #Graphic Design
- #Music
- #Go-to-market strategy
- #Budget plan
- #Communication

PRESENT
2025.JUN

MOOSE KNUCKLES
Creative Manager, APAC

2024.JUN
2021.JUN

BURBERRY
Campaign & Digital Creative

2021.JUN
2020.NOV

PEPSICO
Sr. Brand Designer, APAC

2020.NOV
2020.MAY

SELF-EMPLOYEE STUDIO

2020.MAY
2018.AUG

GOPRO
Senior Graphic Designer, APAC

2018.AUG
2016.APR

TRAVELZOO
Member acquisition

2016.APR
2014.SEP

LOHAS MAGAZINE
Intern > Graphic Designer



Campaign

Storytelling / Creative

Art Direction / Project management

BURBERRY × 王者荣耀 EXCLUSIVE SKIN CAMPAIGN

3D Animation

// Art direction

自然之灵
SPIRIT OF NATURE



仅为宣传创作

Highlighting BURBERRY's brand DNA of outdoor exploration, the character has the most natural vibe in the game, Yao, was selected to design an exclusive skin for. Emphasized brand's focus on nature and its spirit of exploration.

BURBERRY × 王者荣耀 EXCLUSIVE SKIN CAMPAIGN

3D Animation

// Art direction
// Script



BURBERRY GENERATION

A REGIONAL CHINA CONTENT COLLABORATION PROGRAM LAUNCHED IN NOV 2020 WITH A NEW EPISODE EVERY 2 - 3 MONTHS. A KEY PILLAR OF THE YOUTH & CULTURE STRATEGY IN THE BURBERRY CHINA RECOVERY PLAN.

GEORGE WORKS IN THIS LONG-TERM PROGRAM OF ART DIRECTION, TALENT PICK UP, CONCEPT DEVELOPMENT AND STORY SCRIPT.

VOL.01 - OLYMPIA X PHOTOGRAPHY



HUA JIAOQI



MA HAILUN



NO.223



SHEN LI



YUAN XIAOPENG



JU YIMING



SHI LU



XIAO YANG



BIAN YX



DABEI YUZHOU



YUEN HSIEH



LIU DI

VOL.02 - SNEAKERS X DRUMMING

VOL.03 - SCARVES X CGI ART

VOL.04 - LNY X GRAPHIC DESIGN



LU MAO



SUN JIAYI



CENG JUN



RUAN FEIFEI



SHEN LI



HAN SUINING



LV XIAOHE



YANG JIAQIAN



CUI KEPENG



ZHANG PENG



WANG LIJIE



JIEMA

VOL.05 - OLYMPIA X BALANCING ART

VOL.06 - MONOGRAM X KITESURFING

VOL.07 - CVD X ILLUSTRATION

VOL.08 - MONOGRAM X GLAMPING

VOL.09 - OUTERWEAR X SKATING

VOL.10 - LNY X CHINESE CHESS

VOL.11 - LNY X EXPERIENTIAL CGI



AAREN



VIKKI



SUN JIAYI



WANG JIGANG



ZHANG DAPENG



SU FEIQIAN



PAN JIAJIE



ZHANG YIWEI



DU MENG



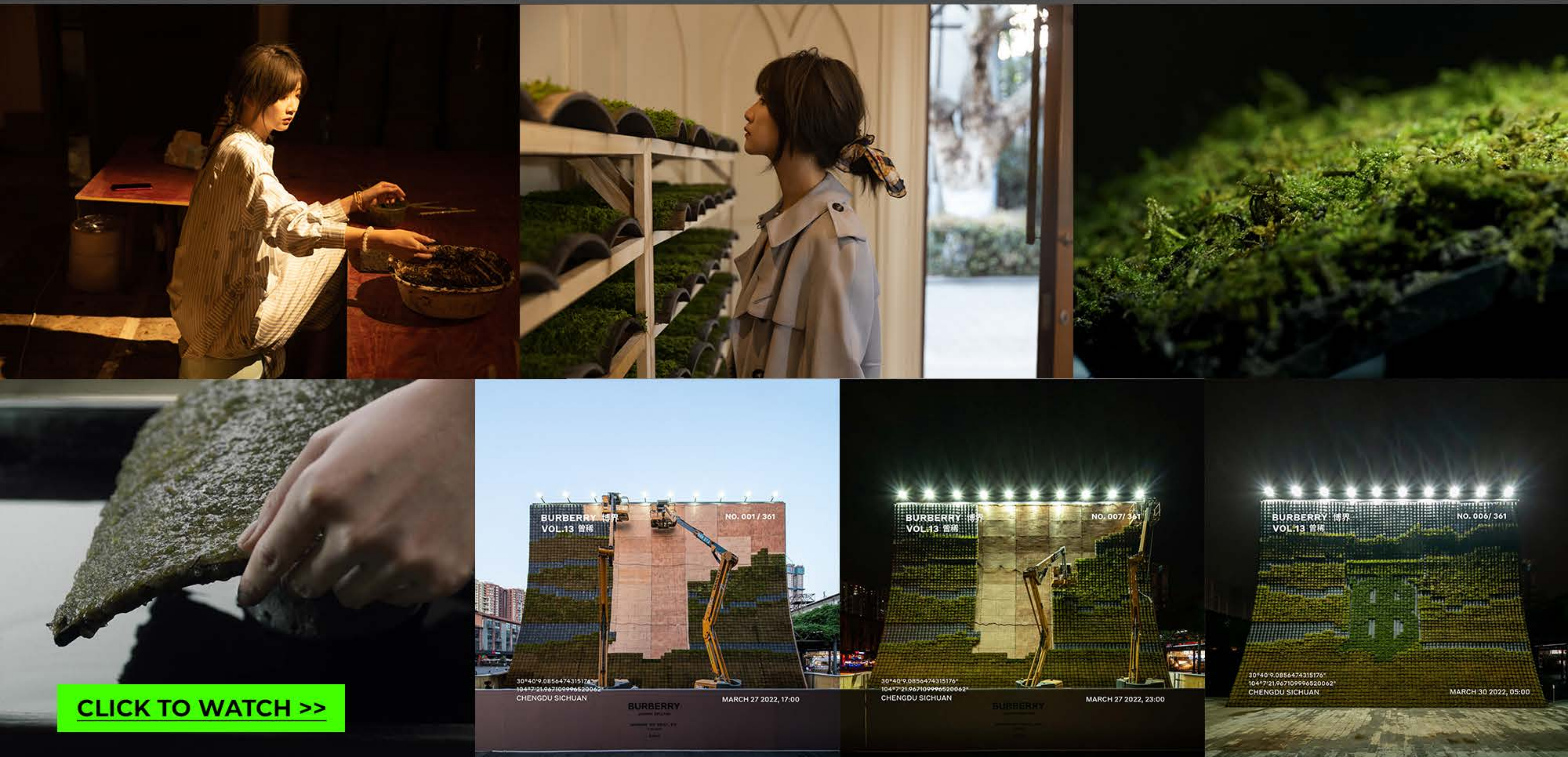
CHEN YINGZE



BURBERRY GENERATION

x Myron_MOSS MURAL ART

// Art direction
// Installation concept



A Burberry icon installation made by artist Myron, 6652 pcs hand-made moss tiles constitute this amazing mural. With the humid weather in Chengdu, the moss wall grows thicker every day. During the production process, one photo is taken every hour to make NFT art for display on Tencent 幻核 NFT platform.

BURBERRY GENERATION

x Dumeng_GLASS WORK CHINESE CHESS

// Art direction



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重要的不是输赢

Glasswork artists Dumeng present Chinese chess pieces in the form of glass art to commemorate the happy time of childhood and family reunion during Chinese new year.

BURBERRY GENERATION

x Yingze Chen_SILVER WORK CHINESE CHESS

// Art direction
// Chess design



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The metal artist Chen yingze visualizes the traditional chess, turning it into a vivid figure, makes each piece come to life with the ingenious craftsmanship.

BURBERRY GENERATION

x Kefan Cui_FPV filming

// Art direction
// FPV side record



[CLICK TO WATCH >>](#)

FPV flight is a sport that controls the aircraft flight in first-person view and records the flight process.
The FPV player Kefan Cui tells the reason he loves FPV filming and the feeling while filming this video.

BURBERRY GENERATION

Kite surfing → Tent remake → Glamping

// Art direction



Kite surfing
feat. Athletes
张鹏 & 王丽杰



Material recycle & tent remake
feat. Tent artist
王吉刚



Glamping
feat. Glamping lover
张大鹏

This is a series story tells the journey of monogram pattern. After being used many times, the TB-pattern kitesurfing cloth was recycled and redesigned into a unique tent by 王吉刚, which was transferred to 张大鹏 for camping

[CLICK TO WATCH >>](#)

BURBERRY GENERATION

Sports athletes

[CLICK TO WATCH >>](#)

// Art direction

3 short videos showcase the performance of the product in Snowboarding, skateboarding and glideweel.
Emphasized brand's spirit of exploration and freedom to go beyond.



Skateboarding athlete
潘佳杰



Half-pipe snowboarding athlete
张义威



Glideweel athlete
苏菲浅

BURBERRY GENERATION

Olympia bag balancing

// Post production



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In a unique collection of videos, Burberry showcases artists who each explain their approaches to utilizing balance to make art. In every video, balance is analyzed and utilized in a different way, as every artist uses the Olympia bag to accent their installation piece.

BURBERRY GENERATION

Anniversary exhibition

// Art direction



To celebrate anniversary of Burberry generation, exhibit the artist's work offline, to bring the burberry generation community together. The audience also has chance to attend the artist work shop, that can better understand the works and the artist's intention closely.

BURBERRY GENERATION

Anniversary exhibition CGI installation

// Art direction

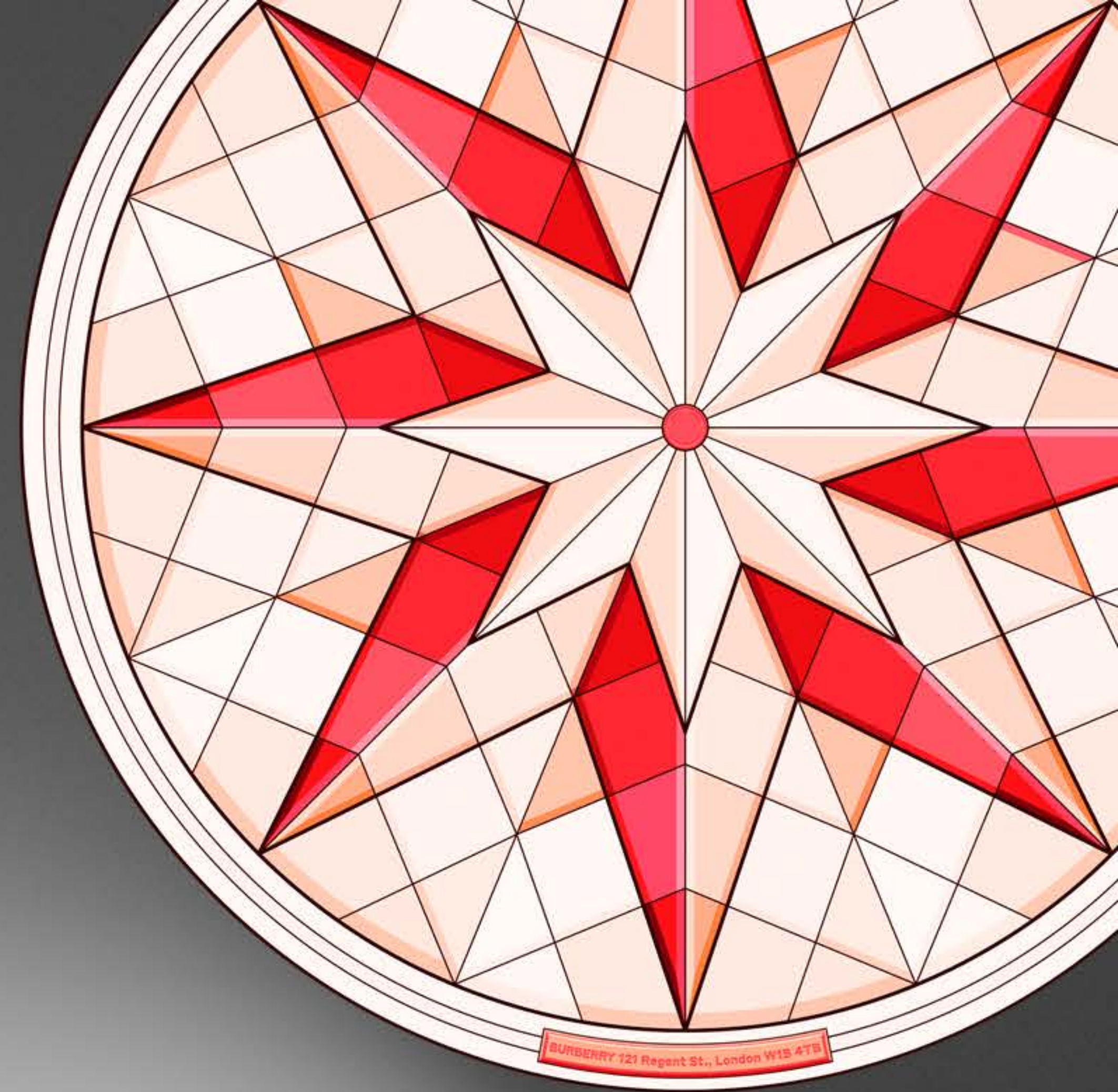


Installation stand at the entrance of Exhibition at TX淮海, collaborate with CGI artist Shane fu, extruded TB monogram and show it in a cute way,

2022 BURBERRY CVD CAMPAIGN 爱的八芒星

Campaign creative, Art direction

INSPIRED BY THE BURBERRY EXCLUSIVE DESIGN FOR THE CHINESE VALENTINE'S DAY, THE EIGHT-POINTED STAR OF LOVE, COMBINED WITH THE CURRENT POPULAR TAROT CARD, INTERPRETS THE EIGHT IMPORTANT CHARACTERISTICS OF PEOPLE IN LOVE.



BURBERRY



信任

爱之宇宙 TRUST 信者先达

BURBERRY



愉悦

心花待放 JOY 爱已化蝶

BURBERRY



理解

鱼不离水 EMPATHY 爱不离心

BURBERRY



探索

天性自由 EXPLORATION 爱总冒险

BURBERRY



勇气

无惧阻隔 COURAGE 因爱展翅

BURBERRY



浪漫

一眼定情 ROMANCE 心藏所爱

BURBERRY GENERATION

x Jiema_CGI animation

// Art direction



The deer, an important symbolic element of the brand, is recreated in a modern style to show the beauty of diversity. this work has been painted on the mural in 东郊记忆园区（成都） showing the naked 3d effect.

BURBERRY 爱语新意 CVD CAMPAIGN

Artist collaboration illustration

// Art direction
// Project management



阿仁 Aaren
插画艺术家

画风多变，
复古与摩登并存



Vikki 张文绮
插画艺术家

活跃于绘本、时尚、品牌视觉，
艺术风格奇幻浪漫



孙佳艺
插画艺术家

作品风格明亮欢快，
活泼鬼马

In collaboration with three different illustrators, the artist vividly interprets ancient Chinese love idioms through illustrations.

The illustrations were made into postcards and sent to VIP customers on Chinese Valentine's Day.

2022 BURBERRY 12.12 PRODUCT STORY

Mood board, Creative, Post-production

// Art direction
// Project management



A selection of popular products captured during the warm winter scene to drive sales during the Christmas and Double 12 shopping festivals was used in the official Tmall flagship store and BURBERRY mini program merchandise page.

2023 BURBERRY SHANGHAI TAKE OVER

Mood board, Video editing, Photo art direction

BURBERRY

TO CELEBRATE DANIEL LEE'S FIRST COLLECTION,
DRIVE BRAND HEAD, ENHANCE BRAND AWARENESS AND BRAND LOVE.
TAKING OVER SHANGHAI CITY WITH BRAND ENDORSER PUBLICITY, OOH,
POP UP STORE, DIGITAL MARKETING, SHANGHAI BUS AND THE BUND COMPLEX ADS.

2023 BURBERRY SHANGHAI TAKE OVER

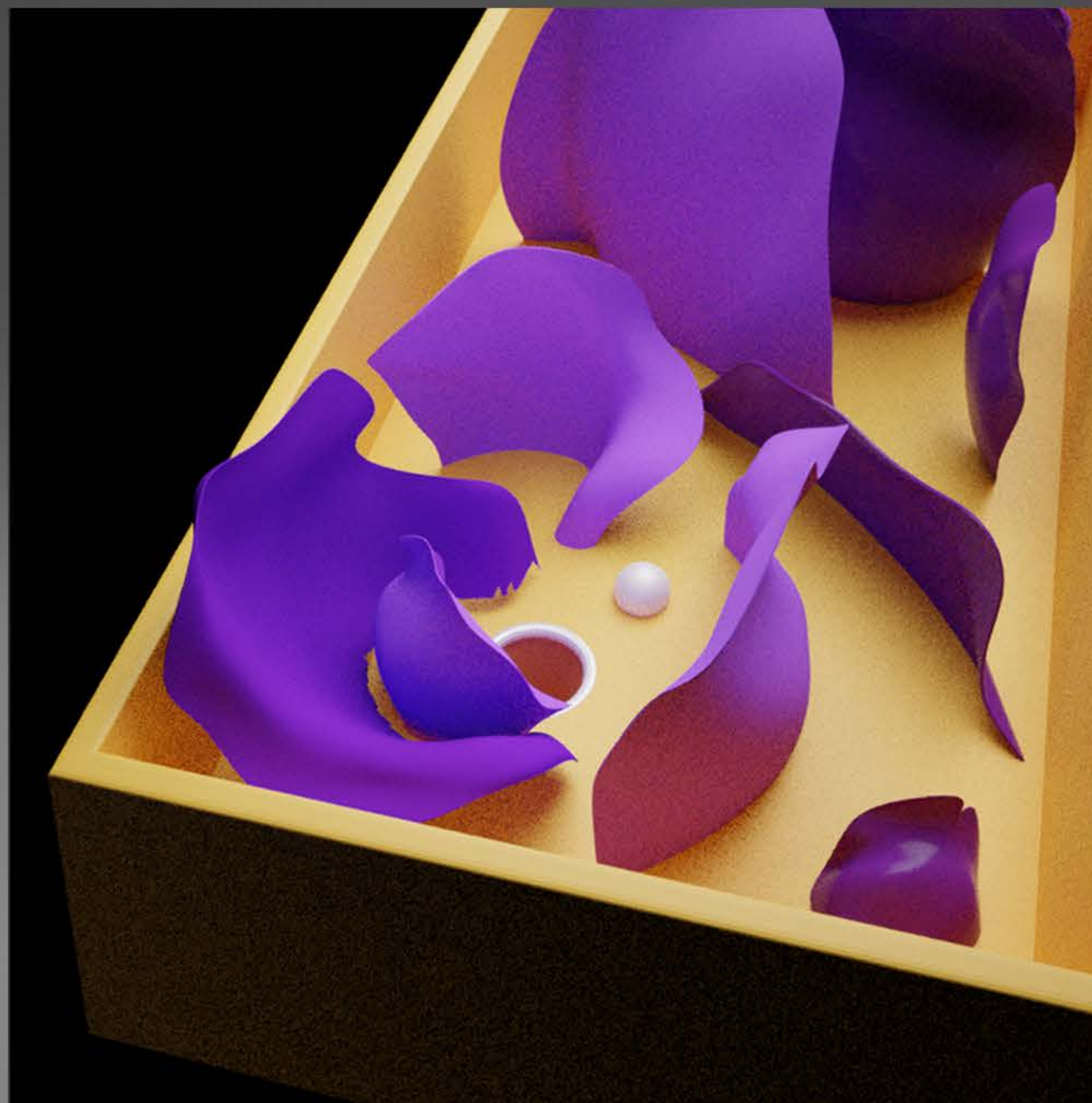
Mood board, Video editing, Photo art direction



BRAND AMBASSADOR PUBLICITY

2023 BURBERRY SHANGHAI TAKE OVER

Game design, Art direction



ROSE MAZE - MINI PROGRAM GAME

2023 BURBERRY SHANGHAI TAKE OVER

OOH Photo post production, Art direction



2023 BURBERRY SHANGHAI TAKE OVER

Photo post-production

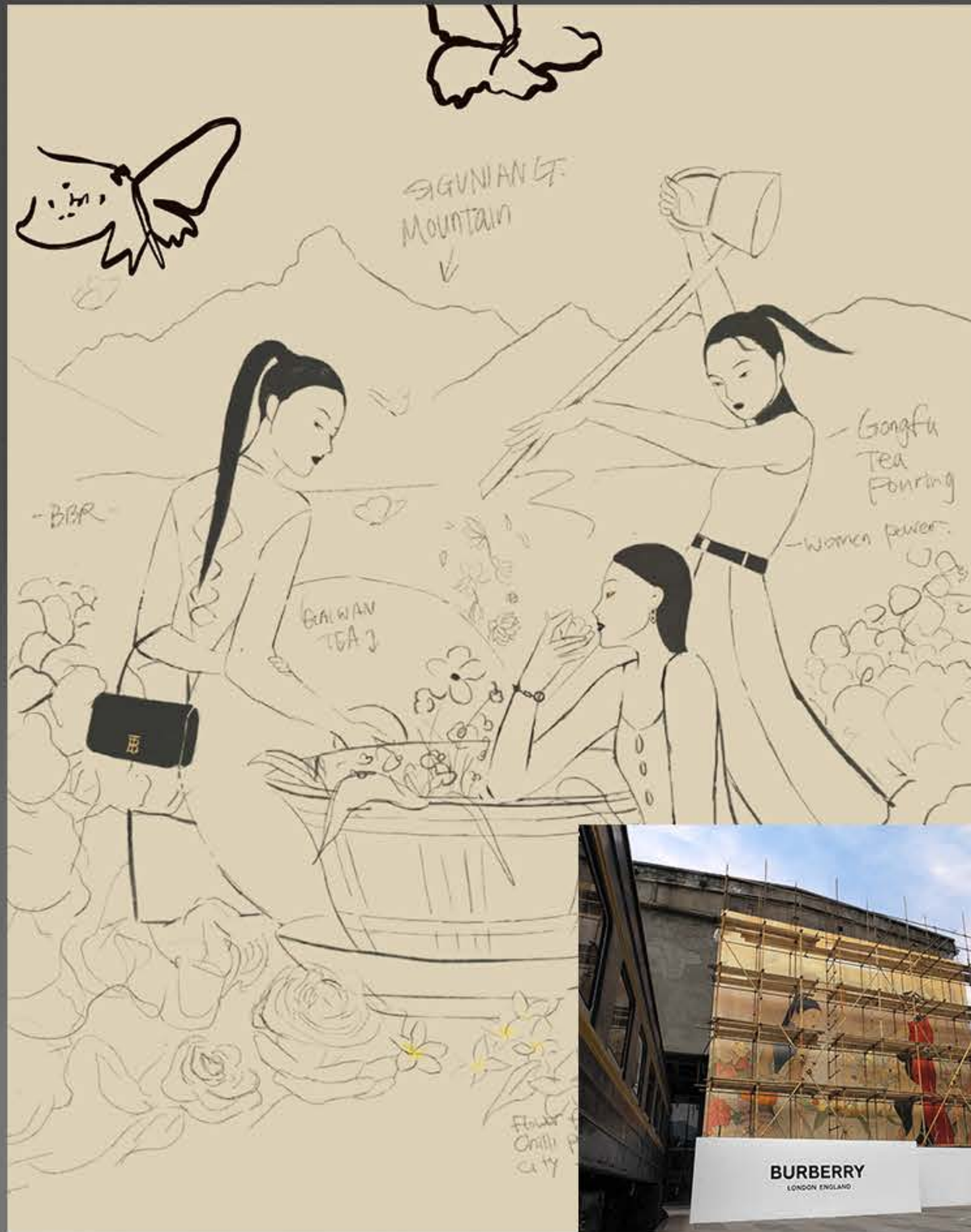


GALLA DINNER ARRIVAL

2022 BURBERRY LOLA BAG CAMPAIGN MURAL ART

@ DONGJIAOJIYI, CHENGDU

// Art direction



For Burberry to inspire Chinese young people to connect through their unique selves while offering a "home" for self-expression, providing optimism and confidence.

BURBERRY TRENCH RETRO CAMPAIGN

Photography

// Art direction
// Campaign creative



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Through the comparison of the scene of the exhibition, it reflects the difference between modern and last century people's dressing up and aesthetic changes. The two sets of photos show beauty diversity.

BURBERRY × MINECRAFT CAMPAIGN

CO-BRANDING GAME

CONTINUING THE BRAND DNA OF OUTDOOR EXPLORATION, CO-TITLED WITH THE FREE EXPLORATION GAME MINECRAFT, IN WHICH PLAYERS CAN EXPLORE THE UNIQUE BURBERRY SCENE IN GAME AND OBTAIN EXCLUSIVE EQUIPMENT.

我的世界 × BURBERRY



BURBERRY × MINECRAFT CAMPAIGN

CO-BRANDING GAME



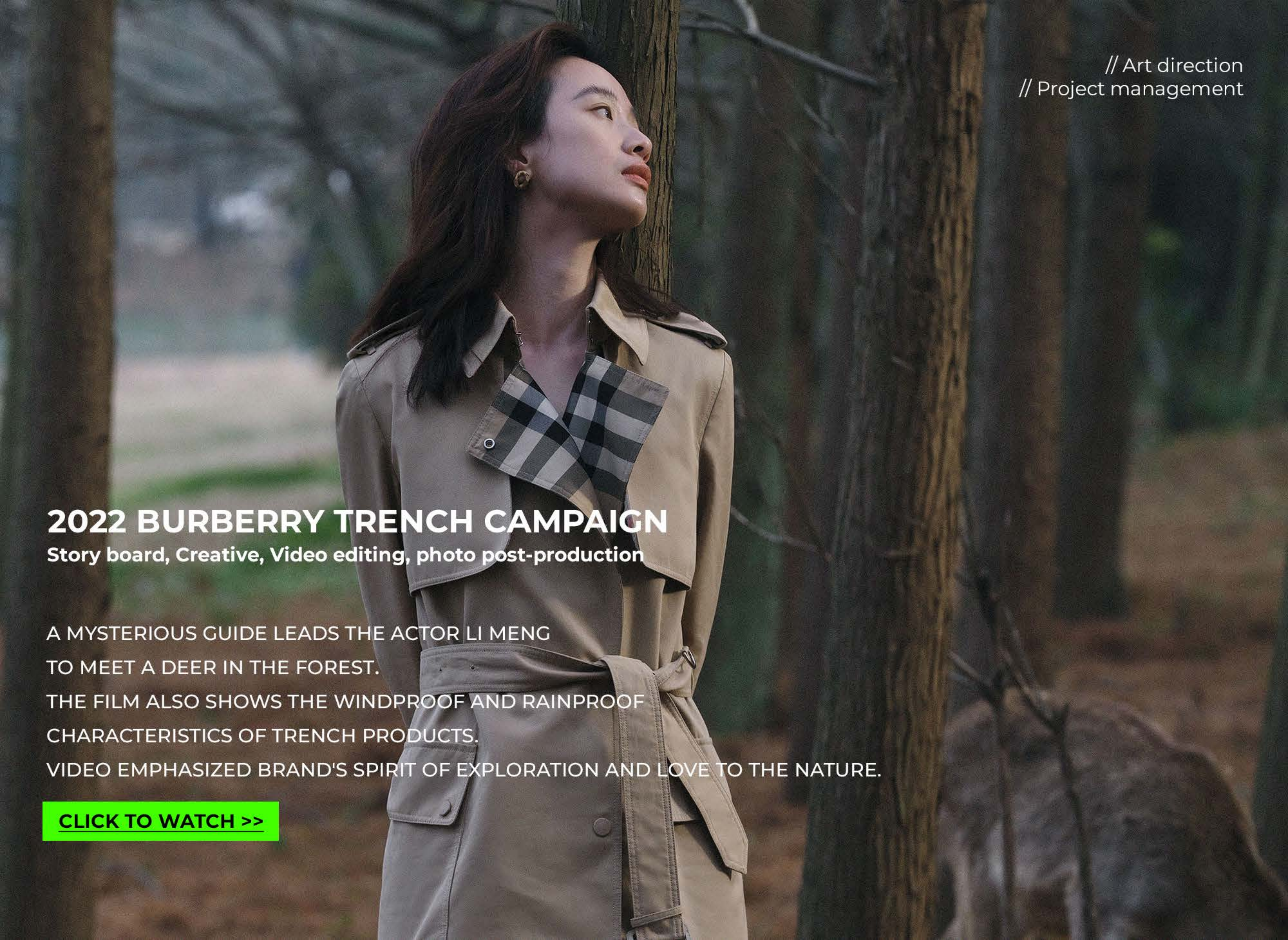
CHARACTER RENDERING



SOCIAL CONTENT



VISUAL MERCHANDISE

A woman with long dark hair, wearing a light-colored trench coat with a checkered scarf, stands in a forest. She is looking upwards and to the right, leaning against a tree trunk. The background is a soft-focus forest scene.

// Art direction
// Project management

2022 BURBERRY TRENCH CAMPAIGN

Story board, Creative, Video editing, photo post-production

A MYSTERIOUS GUIDE LEADS THE ACTOR LI MENG
TO MEET A DEER IN THE FOREST.

THE FILM ALSO SHOWS THE WINDPROOF AND RAINPROOF
CHARACTERISTICS OF TRENCH PRODUCTS.

VIDEO EMPHASIZED BRAND'S SPIRIT OF EXPLORATION AND LOVE TO THE NATURE.

[CLICK TO WATCH >>](#)



// Art direction
// Project management



// Art direction
// Project management

2022 BURBERRY OUTERWEAR CAMPAIGN

Story board, Creative, Video editing, Art direction

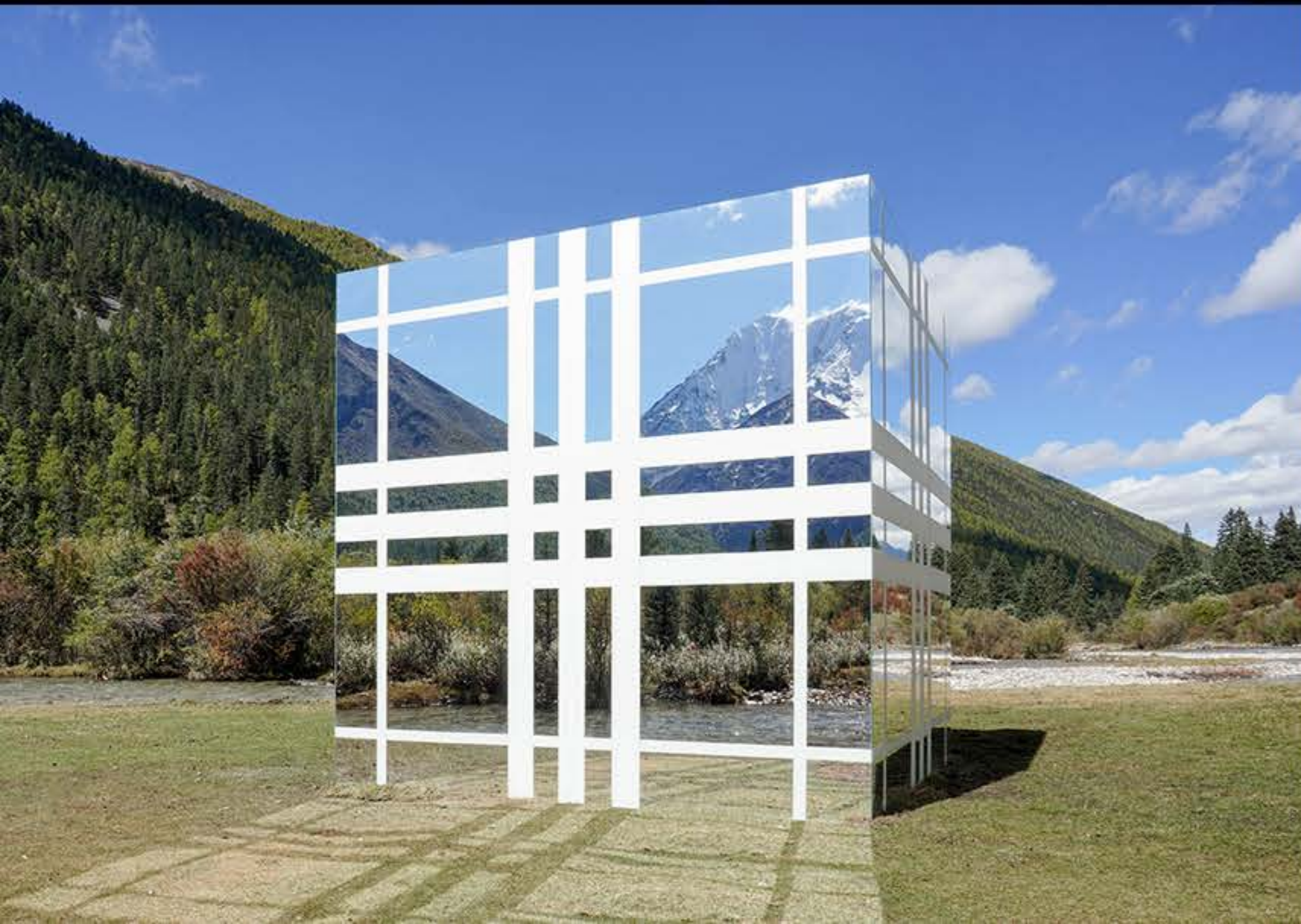
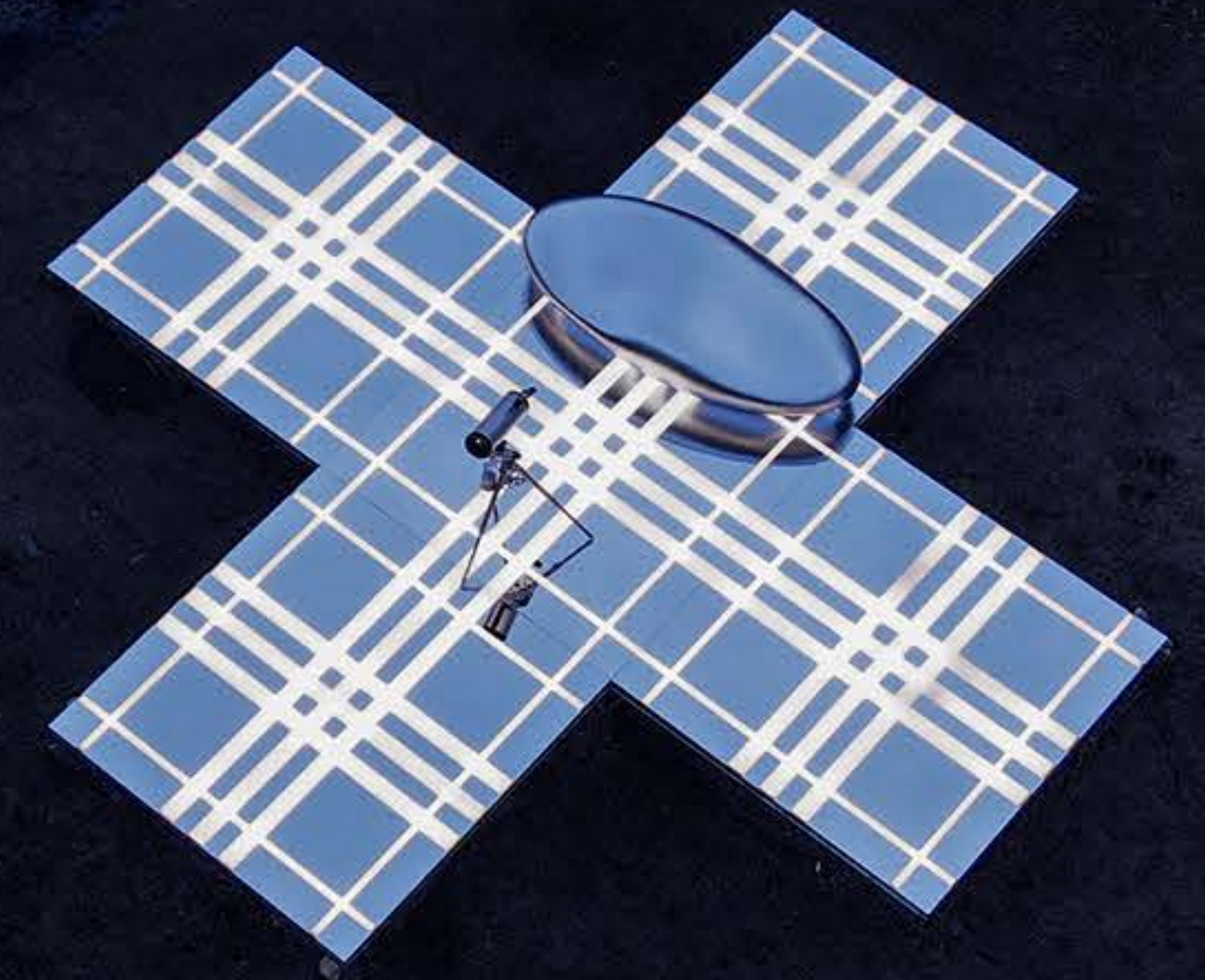
TO CELEBRATE THE BRAND SPIRIT,
THIS CAMPAIGN TAKE THE STARGAZING CABIN AS THE CARRIER.
SET THE CLASSIC PLAID STARGAZING CABIN IN THE SECLUDED OUTDOORS,
CREATE ANIMPRESSIVE AND HEARTWARMING UNEXPECTED VISIBILITY.
CONTINUE THOMAS BURBERRY'S SPRIT,
FREEDOM TO GO BEYOND.

[CLICK TO WATCH >>](#)





// Art direction
// Project management



// Art direction
// Project management

FRISBEE SOCIAL CONTENT

Script creative, video editing, art direction

FRISBEE SPORTS BECOME THE FAVORITE SPORT OF YOUTH IN 2022, BURBERRY INVITED THE SPORT KOL IN THE FIELD OF SPORTS, WEARING THE LATEST BURBERRY CLOTHING IN THE SEASON, ENJOY THE JOY OF FRISBEE BETWEEN FRIENDS IN NATURE. EMPHASIZED BRAND'S SPIRIT OF EXPLORATION.



2025 Moose Knuckles gold nyluxe series

The Masterpiece

Concept creative
Art direction



“The Masterpiece” refers to an exceptional work, rooted in medieval European guilds where artisans submitted a “masterwork” to prove their skill—especially in painting.

Concept creative
Art direction

We draw on this double meaning to highlight Gold Nyluxe: exceptional craftsmanship and an elevated aesthetic beyond function. Inspired by classical oil painting, the shoot uses painterly textures and backdrops to embody the collection's refined, poised, and timeless elegance.

2026 Moose Knuckles CNY

冷峻于形 温柔于心 Cold outside, home within

Concept creative
Art direction



This campaign tells the story of a certain kind of people looks unapproachable, yet have a soft heart beneath the surface. At the same time, it also alludes to the products: swag on the outside, yet highly warm and functional.



“Grandma has magic in her. The hard shell I wear slowly melts in her nagging. Small family talk, everything still feels familiar. She is my anchor, holding me as I drift into sleep.”

2025 Moose Knuckles Holiday

A gift is on its way.



A playful felt stop-motion short film that tells the story behind a Christmas gift delivery.

2025 Moose Knuckles CVD

Concept creative, Art direction

Inspired by the CVD graphic, the concept portrays a love that knows it may hurt, yet still dives in, fearless and unwavering.



Concept creative
Art direction

2025 Moose Knuckles originals series

It portrays ambassador Arthur at the center of the storm calm, composed, and facing it with a positive, resilient attitude.



2025 Light weight down series

Concept creative
Art direction

It tells the story of a group of young people who, by chance, slip into an unreal dreamworld.



 MOOSE KNUCKLES



Art & Design

3d rendering / AIGC / video
motion graphic / illustration



PEPSI with Food

Theme cans design

Concept creative
Art direction



LAY'S PRINTED CHIPS

Graphic design, illustration

// Concept development

// Illustration



Nowadays, young people like to utilize memes instead of words when texting.

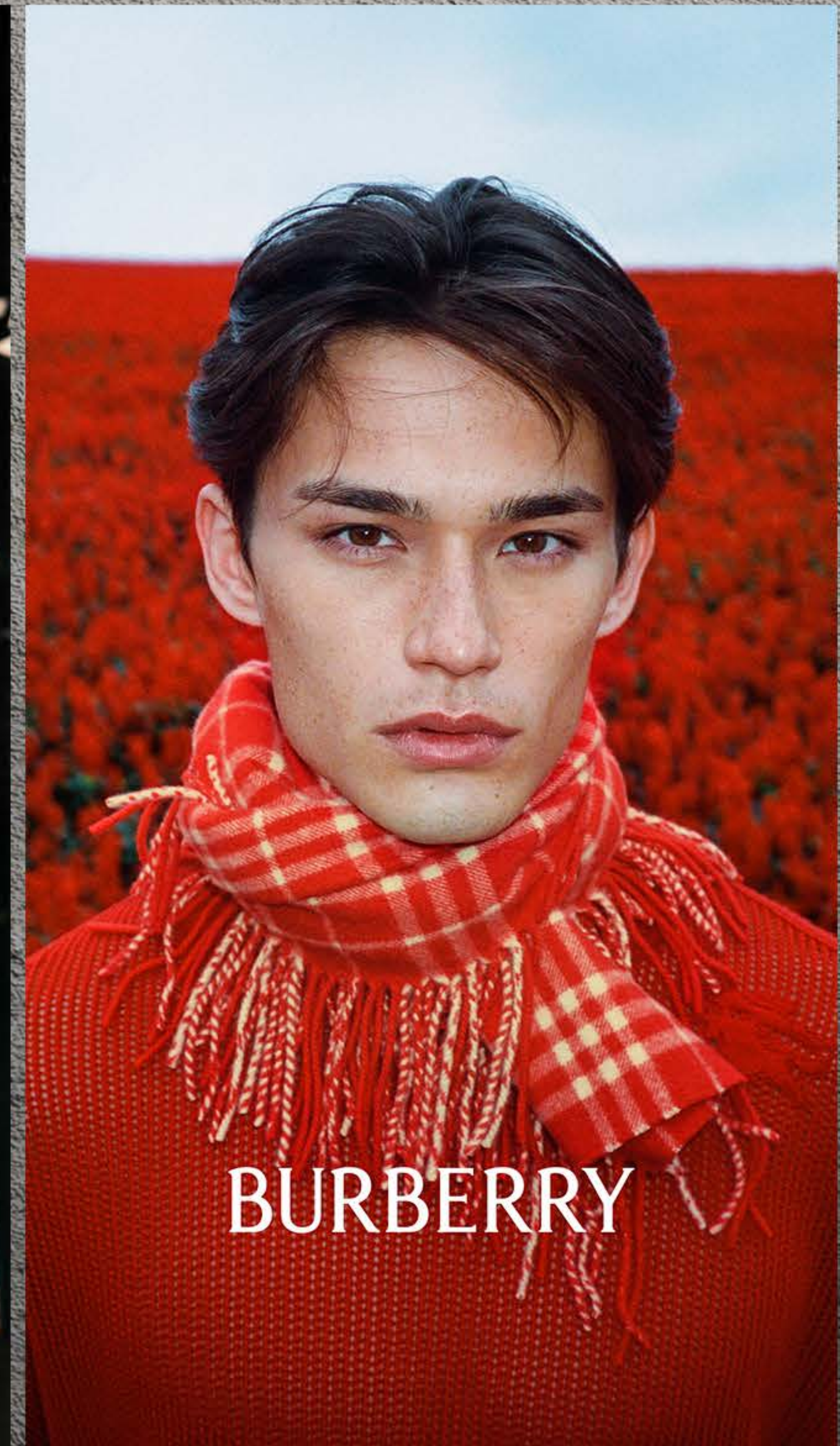


Regarding this fun fact, Take advantage of the 520 day, our team developed the concept: talk through the chips that printed memes to yourself / lover and friend.

In friend / love jar set, The designs on the jars echo each other, showing interesting ways of talking in relationships.

BURBERRY 2024 CNY

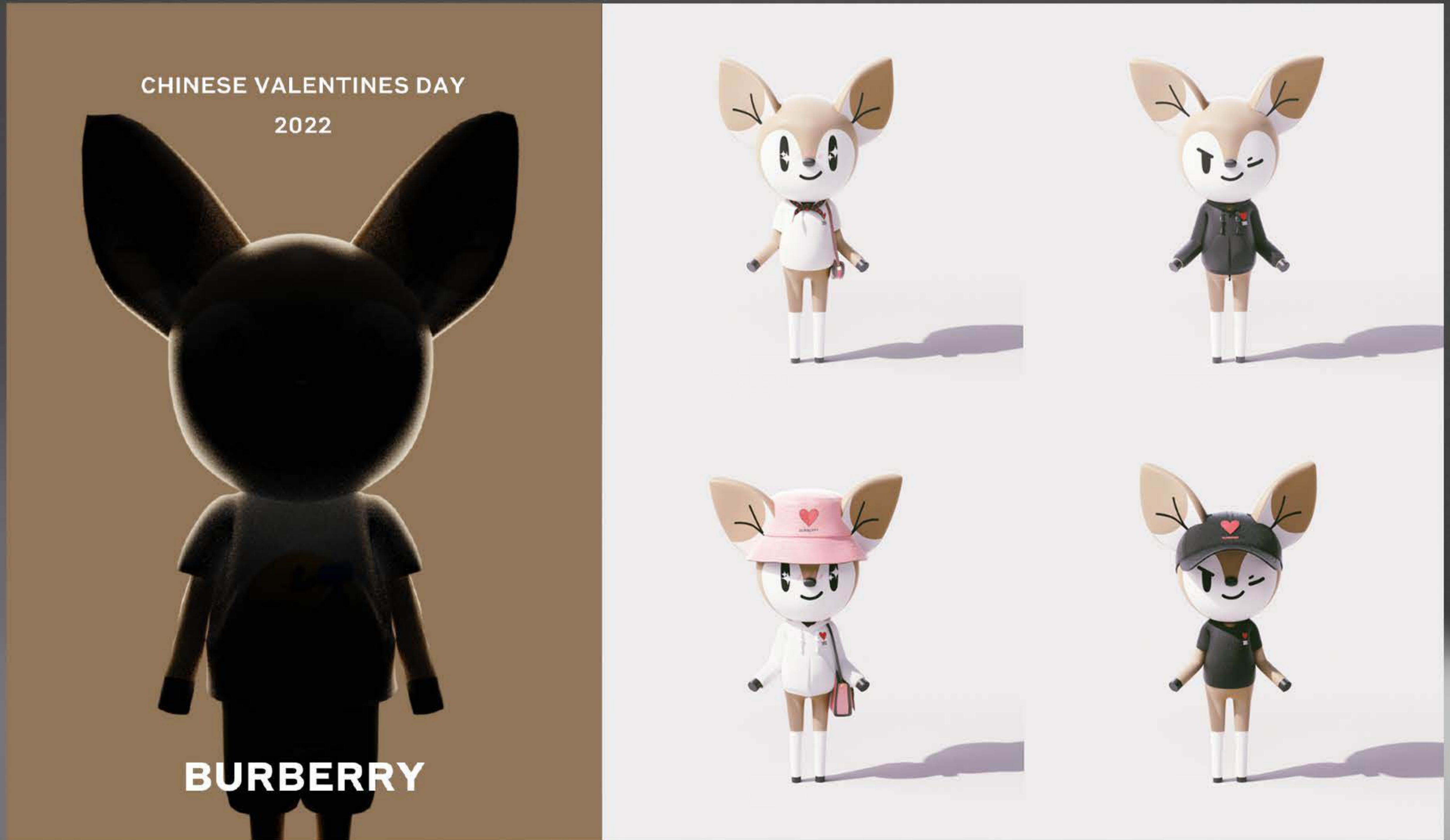
Retouching



MASCOT MYSTERY BOX

Gifting for customer engagement

// Concept development
// 3D rendering



Celebrating 2022 Chinese Valentine's Day, BURBERRY published 1000 limited mystery boxes for VIP gifting. POP the mascot was dressed up in four of the season's latest looks and randomly put in boxes.

GOPRO LAUNCH CAMPAIGN VIDEO

GoPro, 够会玩

// Concept development
// Key visual design



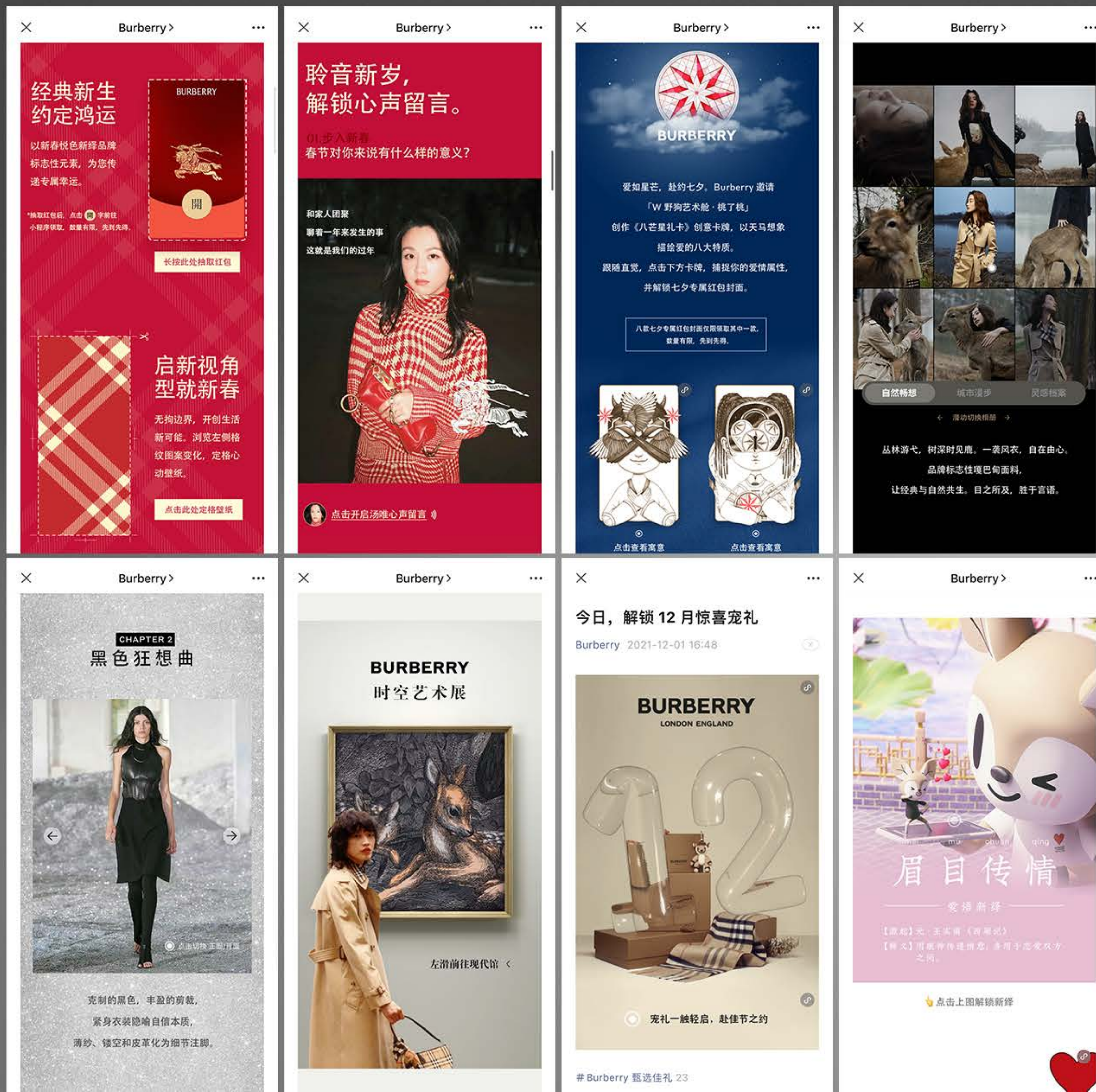
够会玩

The HERO 8 launch video makes an interspersed comparison between global extreme sports content and Chinese life content both shot by GoPro, telling the Chinese audience that gopro is more than an extreme sports recording camera, in order to broaden the target users in the Chinese market.

BURBERRY WECHAT ENGAGEMENT

motion graphic, user experience

// Creative

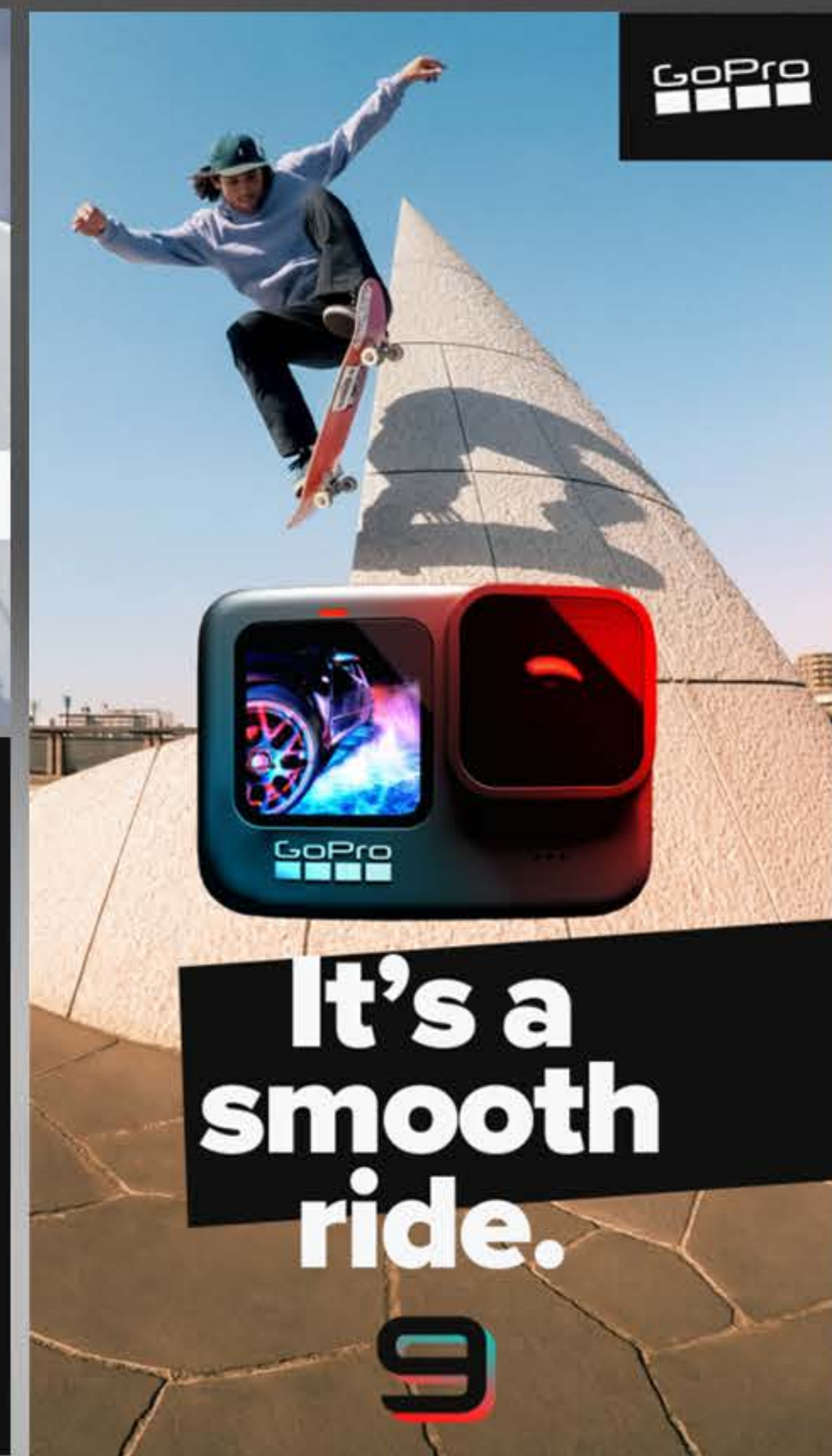


Continue to study interesting engagement to interact with users in wechat articles to improve the user experience.

GOPRO HERO 9 SOCIAL ASSETS

Poster / Campaign visual / User manual / Social content / Goods, etc.

// Graphic Design
// 3d rendering



BURBERRY 爱语新意 CVD CAMPAIGN

3D Animation

// Art direction
// Script creative

BURBERRY



què qiáo xiāng huì
鹊桥相会
—— 爱语新绎 ——

[CLICK TO WATCH >>](#)

【源起】中国古代四大民间爱情传说之一

【释义】七月初七牛郎、织女在鹊桥上相会，
比喻情侣或夫妻久别之后的团聚。

Brand mascot, POP the deer, adorably interpret ancient Chinese idioms about love in a modern way.

BURBERRY 爱语新意 CVD CAMPAIGN

3D Animation

// Art direction
// Script creative



Brand mascot, POP the deer, adorably interpret ancient Chinese idioms about love in a modern way.

SUNBITES PACKAGING AND PRODUCT ASSETS

Graphic design, illustration

// Concept development
// Illustration



This child-oriented snack, which has sub-packaging that splits the animal pattern into several pieces, allows children to enjoy a nutritious snack while playing, the design has reward 2021 Snack package design award.

AQUA

The redesign for Aqua Minerale

// Graphic design
// 3D rendering



GEORGE OWN DOUYIN CHANNEL @Frisbee_Ciao

3D animation, Frisbee content, 10,000+ followers (2022)

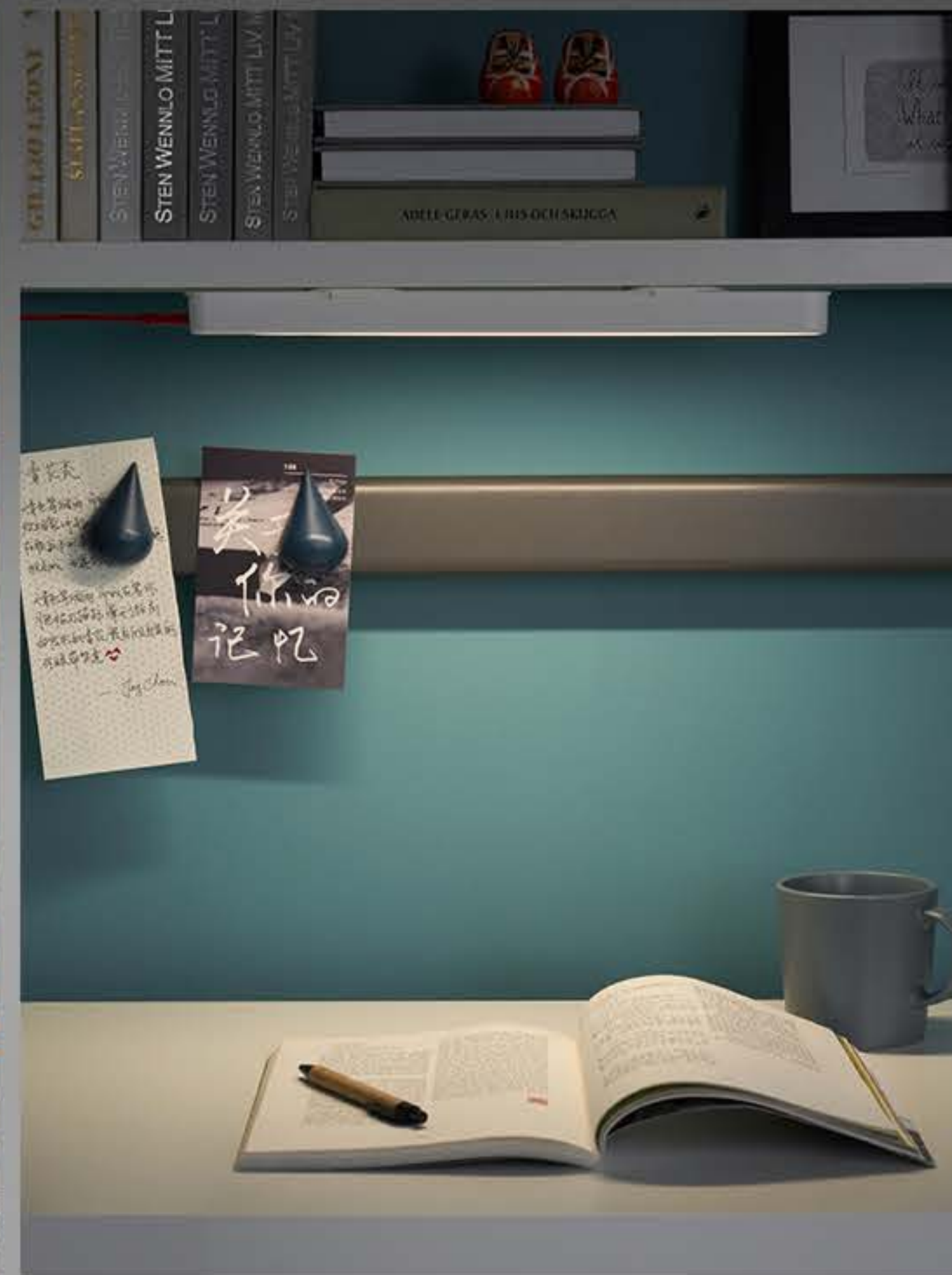
// Art direction
// Creative



IKEA PRODUCTION

Kids bed room light series

// Art direction
// Post production



APEDE MOD DENIM CAMPAIGN

3D Animation

// Concept development
// Script // 3D rendering



In the original barren land, by A mysterious guide, a large number of flowers of Danim material bloom,
Finally form the brand identity “A” with the latest hero product.

APEDE MOD DUANWU FESTIVAL

3D Animation

// Concept development
// Script // 3D rendering



Animation inspired by the bag's nick name “粽子包”, This year, let's try a unique 粽子 with bag filling!



Thank you.

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