Kit Chi (Decca) Chan

Personal Information

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Profile

- Experienced 3D Lead Artist and Manager with over 18 years of experience in Digital Twin, Gaming and 3D User Experience Design and Production proficiency for commercial brands.
- Excellent reputation for providing cutting edge technology strategy, resolving problems and improving customer satisfaction.
- Offering excellent communication and good judgment.
- Highly passionate about art, technology and the creative processes.
- Willingness to take on added responsibilities to meet team goals.
- Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.
- Facilitated communication between internal personnel, contractors and vendors for project cohesion.
- Researched and discussed with new vendors and suppliers of IoT equipment, connectives and new plugins and software solutions for project proposal and cost estimation.
- Analyzed and translated user needs with company's civil engineers into business requirements for the company's in house and client's product, tendering, sub-contract analysis and technology research.

Work History

07/2023 – PRESENT LONDON, UK

UX designer
Valkyrie Industries
Professional Experience

- Developed UX designs and interfaces for NMES VR and mobile applications, enhancing user experience and usability for ffitness application and stroke rehabilitation.

Work History

- Created and integrated 3D game assets, including UI/UX components, for immersive VR environments.
- Produced green screen videos for VR simulations to support training and educational content.
- Conducted user testing and usability testing to ensure compliance with FDA requirements and improve product effectiveness.
- Authored design documents for both internal use and FDA application submissions, adhering to regulatory and design standards.
- Collaborated with cross-functional teams to align design solutions with product goals and compliance guidelines.

Key Skills

- VR and Mobile UX Design
- 3D Game Asset Development
- Green Screen Video Production
- UI/UX Design Documentation
- User and Usability Testing (FDA Compliance)
- UI characteristics Design (FDA Application Support)

12/2022 – 06/2023 LONDON, UK

Digital marketing specialist
Global 32 construction ltd

- **Website Management and Development:** Ensured functionality, performance, and user experience of company websites.
- **Social Media Content Creation:** Created engaging content for Instagram and YouTube, driving audience growth and interaction.
- **Video Editing and Post Production:** Produced high-quality videos and posts for social campaigns.
- **Content Strategy and Digital Marketing:** Developed strategies that increased brand visibility and engagement.
- **SEO and Analytics Monitoring:** Optimized content through regular performance analysis and SEO best practices.

04/2021 – 07/2022

Technical Artist & Business Development Manager
Varadise Limited

- Researched and discussed with new vendors and suppliers of IoT equipment, connectives and new plugins and software solutions for project proposal

Work History

and cost estimation.
- Analyzed and translated user needs with company's civil engineers into business requirements for the company's in house and client's product, tendering, sub-contract analysis and technology research.

09/2020 – 02/2021
Tech Strategist, Manager, Creative Designer And 3D Producer
Hong Kong Polytechnic University
- Designed and developed Virtual Learning Experience in an immersive platform to create social experiences for MSc Design students and also international events.
- Design spiritual art NFT marketplace and pitching deck
- Collaborated with Arch En Route to organize the ARCH Festival 2021, created marketing materials including website, facilitator flyers and posters. https://arch-festival.com

07/2018 – 10/2020
Freelance Designer and Studied Master's Degree
Student and Self-employ
- Developed immersive design deliverables that elevated, differentiated and functioned on-brand and on-strategy for Awethentic studio and its clients
- Provide Unity3D re-skinning and bug fix service for Ashley game studio.
- Provide jewelry rendering and branding design for TSL jewellery (HK) co ltd
- Projects involved: La Mer Blue Heart Ocean Protection Exhibition (AR and VR) | Tumi Club App – Chris Pratt Avatar (AR)

05/2017 – 06/2018 HONG KONG, HONG KONG
Lead 3D Designer and project manager
Visionaries777
- Worked closely with project managers and illustrators to analyze project objectives, specifications, and deadlines.
- Applied contemporary trends in production design to produce stunning, forward-thinking work.
- Shared fresh design perspectives and received constructive feedback from colleagues. Developed storyboards outlining UX plans. Developed and initiated projects, managed costs and monitored performance.
- Project involved: Visionaries 777 AR business card (AR) | Visionaries 777 AR XMAS card (AR) | BMW 6 Series GT IAA (AR) | BMW 6 Series GT Gran Tour Book (AR) | Live Bau Interactive Building

08/2016 – 04/2017 HONG KONG, HONG KONG
Senior motion graphic designer
More Than That Culture Limited

Work History

- Designed and created 3D animations and visual effects for Hologram showcase.
- Developed storyboards outlining animation plans.
- Designed and created 3D models for TCC Global's 7-11 Rewards project to exceed goals.

03/2016 – 07/2016
Freelance Designer
TCC Global and Harmony studio
- Designed and created 3D animations and visual effects for Hologram showcase.
- Developed storyboards outlining animation plans.
- Designed and created 3D models for TCC Global's 7-11 Rewards project to exceed goals.

09/2014 – 02/2016 LONDON, UK
3D Artist
Harmony Studios Limited (UK)
- Worked with other artists, animators and programmers to execute projects on time and within budget constraints.
- Maintained comprehensive knowledge of character rigs, game animation pipelines, animation integration into game engines and current animation tools.
- Create innovative virtual characters, environments and props.
- Projects involved: Sealed Air (AR) | Grenade App challenge (AR) | Dan Leno (AR) | Alive Lab (AR)

04/2011 – 01/2014
Senior 3D Artist
Cherrypicks Resources Company Limited
- Worked with other artists, animators and programmers to execute projects on time and within budget constraints.
- Created and designed immersive application and hologram motion graphic
- Maintained comprehensive knowledge of character rigs, game animation
- Project involved: Lollypop x Harbor City- Chocolate Trail 2014『情.尋朱古 2014 』 (AR) | Hang Lun Properties-Fallen Santa Claus (AR) | MEC (Mobility Experience Centre), E-Learning Zone interactive experience 賽會「命 歷情」體 驗館 Jockey Club Life Journey Centre (Kinect) | LollyPop x 2014 Hong Kong Arts Festival (AR) | CityGallery 展城館 | MTR Malls Telford Beauty X SkinFood interactive cabinet (AR) | HK Jockey Club "Racing Touch" (iOS app) | Hennessy Kyrios (TLCD touch game) | Hennessy Artistry Shanghai- Interactive cabinet (TLCD motion graphic) | Hennessy V.S.O.P Taiwan (Kinect) | Hennessy Groove (AR) | Hennessy Slash (Kinect) | Mizone slot (AR) | MTR Malls iPhone App 3.0『百變形象由 你 塑造 @港德福廣場』 | "潮爸俊 DAD 玩轉 iPhone App 造型選舉" (AR) | Jusco 會員卡網上遊戲 (AR) | Vidal Sassoon weight illusion 沙宣逆重秀 (AR) | MTR Malls iPhone App 3.0『i-Catch -兔氣 楊眉』 (AR) | Dior new Facade (AR) |

Work History

Hennessy Artistry mixing drinks 2010 (AR)

09/2005 – 03/2011

3D Game Artist and Animator
PolyU Technology & Consultancy Company Limited

- Started my career as a 3D artist and animator for gaming studios from Hong Kong and all over the world
- Conducted modeling and texture optimization for real-time 3D game applications.
- Project included AAA title game: WET | Power Ranger | NASCAR Eutechnyx HK, A2M, Artificial Life, Inc, GameCyber Technology Limited

Education

09/2019 – 09/2020

Multimedia, Entertainment And Technology | Master of Science
The Hong Kong Polytechnic University

09/2003 – 09/2005

Multimedia Design and Technology | Higher Diploma
The Hong Kong Polytechnic University

Certificates

2019

PE424001P Algorithms and Data Structures Module Certificate
Institute of Professional Education And Knowledge (PEAK)

Certificate completed with examination

2017

Certificate in Unity Game Design And Development
Feva Works (Unity official partner)

Skills

SKILLS

Digital Twin

Marketing material creation, production and management

Content marketing

Pitching and Proposal writing and content creation

Skills

SKILLS

Data driven experience design

Motion graphic

Graphic and Branding design

CMS web technologies

Website creation

Digitalisation Strategy

SOFTWARE

Autodesk Maya Modeling, texuring, Rigging and animations

IClone | Character animation creation, face tracking

Marvelous Designer | Virtual fashion making

Substance 3d | Create next-gen procedural materials and texturing

Zbrush | digital sculpting and 3D texturing for high detailed texture

3Ds MAX | modeling and texturing, Rendering

Playcanvas | Web 3D experience creation

Unity 3D | Game, AR, VR experience creation, C# coding

Unreal Engine | 3D environment rendering

Sketchup with Vray | Interior and exterior creation

UX Design | Figma, XD

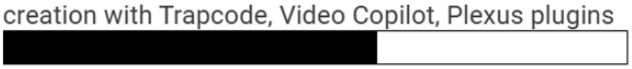
Skills

SOFTWARE

Adobe Photoshop | UI, matt painting, Photo retouch and texture creation

Adobe Illustrator and Indesign | UI, Vector graphic and layout design

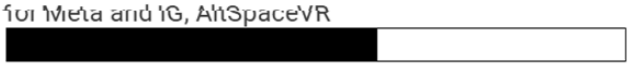
Adobe Aftereffect and Premiere | Motion graphic creation with Trapcode, Video Copilot, Plexus plugins



Web Tech | WordPress, Shopify and Wix | Woo commerce, Mailchimp

Chatbot development | Rasa deployment (AI NLP), Facebook messenger, ChatBot

Other Immersive Technology development | AR spark for Meta and IG, AltSpaceVR



Back end local virtual machine, docker and cloud system