

LUCIEN S Y YANG

+646 489 6801 921 HART ST. BROOKLYN, NY 11237 luciensyang@gmail.com

Education:

Central Saint Martins College of Art & Design | MA in Graphic/Communication Design. London, UK, 1996–1997
Chinese Culture University | BFA in Fine Art/Graphic Design. Taipei, Taiwan, 1988–1992

Work Experience:

KEY ART SPECIALIST **HBOMAX** NYC, 2020-Present

DESIGN DIRECTOR **BBC AMERICA** NYC, 2017–2018

Overseeing/developing BBC America branding elements for on-air, print, social, and digital platforms; and conceiving/art directing key art for original series.

CREATIVE DIRECTOR **VH1** NYC, 2013–2017

DESIGN DIRECTOR
ART DIRECTOR Developing opens and graphic packages for shows including: Love and Hip Hop franchise, Black Ink Crew franchise, I Heart Nick Carter, VH1 Morning Buzz with Nick Lachey, The 20, You Oughta Know, Big in 2015 to name a few.

ART DIRECTOR **NICE SHOES** NYC, 2011–2013

Art directing a team of full-time and freelance designers and animators for motion graphic projects. Clients include Dove, Nintendo, Bose, VH1, Morgans Hotel Group, Steve Madden, Ad Council and more.

CREATIVE DIRECTOR **FREELANCE** NYC, 2004–2011

ART DIRECTOR Creative/art directing and designing for motion graphic design houses, TV channels, film distributors, and film directors.

DESIGNER TV channel clients include MTV, VH1, Logo, Showtime.

ANIMATOR Design houses include: Imaginary forces, Gretel, 2X4, Click 3X, CA Square.

Film distributors include: The Criterion Collection, Oscilloscope Laboratories, Cinema Guild, Zeitgeist Films, Kino Lorber, New Europe films, Visit films, Well Go entertainment, Amplify films.

Also working directly with film directors on their film festival posters.

MOTION GRAPHIC **IMAGINARY FORCES** NYC, 2001–2004
DESIGNER/ANIMATOR

Designing and animating motion graphic projects for film title sequences and TV commercials.

Film title sequence involvement includes: *Harry Potter and the Chamber of Secrets*, *Spiderman*, *Four Feathers*.

TV graphics include: MTV, Academy Awards 2002 on air graphic treatments, Nike Air Jordan, ESPN, ABC, Lifetime, SciFi Channel, TBS, GE, Smirnoff, ING, AOL, Covergirl, Fujitsu, Dr Pepper, HBO, Walden Media.

Freelance projects: Designing film key art and packages for The Criterion Collection, projects include: Jean-Luc Godard's *Band of Outsiders*, Andrei Tarkovsky's *Solaris*, François Truffaut's *The Adventures of Antoine Doinel* 5 disc box set, Wang Kar-Wai's *In the Mood for Love*, Remy Belvaux's *Man Bites Dog*, George Sluizer's *The Vanishing*, Kon Ichikawa's *Tokyo Olympiad*, Ernest Hemingway's *The Killers*—2 film special edition by Don Siegel (1964) and Robert Siodmak (1946) to name a few.

ASSOCIATE **AGENCY.COM** NYC, 2000–2001

ART DIRECTOR Website/interactive TV design, Clients: Gucci, Coca-Cola, AFI interactive TV project.

Freelance projects: Designing film key art and package for The Criterion Collection, projects include: Antonioni's *L'avventura*, Ingmar Bergman's *Cries and Whispers*, Fellini's *8 1/2*, Kurosawa's *Rashomon*.

MOTION GRAPHIC **RAZORFISH/LEE HUNT ASSOCIATES** NYC, 1998–2000
DESIGNER

Projects include Fox Kids channel redesign (on-air/print), Fox Movie Channel redesign, COURT TV ID redesign, Quokka sports ID design, HBO "What Matters" on air package PBS HDTV/ENHANCED TV, PBS cobranding logo redesign, PBS Kids, Disney channel, BDA (Broadcasting Design Association) ID redesign.

Freelance projects: Directing/designing/animating two 45 seconds show clips for MTV Asia/MTV Europe Program—Y2K/543

NYC, TAIPEI 1996–1999

Awards:

2017 47TH MEDIA & INTERACTIVE DESIGN AWARDS, SHOW OPENINGS OR ID'S OR TITLES GOLD WINNER
LOVE & HIP HOP ATLANTA SEASON 5 SHOW OPEN

2010 BDA, ART DIRECTION & DESIGN: INFORMATION GRAPHICS GOLD.
VH1 BEACON DESIGN

2008 PROMAX/BDA, NEWS OPEN SILVER.
DISCOVERY CHANNEL: *KOPPEL: BREAKING POINT* SHOW OPEN

2006 ALEX STEINWEISS ENTERTAINMENT PACKAGING AWARD. BEST DVD PACKAGE, MULTI-DISC.
THE COMPLETE *MR. ARKADIN* BOX SET

2004 PRINT MAGAZINE REGIONAL ANNUAL. DESIGN EXCELLENCE
***THE ADVENTURES OF ANTOINE DOINEL* DVD BOX SET**

2004 AICP AWARD. TABLETOP
SMIRNOFF RED LABEL "SHOT GLASS"

2004 AICP AWARD. TABLETOP
SMIRNOFF RED LABEL "CAP"

2003 6TH ANNUAL DVD AWARDS/1ST ANNUAL ALEX AWARDS. BEST DVD BOX SET.
THE ADVENTURES OF ANTOINE DOINEL

2000 PROMAX/BDA EUROPE, TOTAL PACKAGE GOLD
FOX KIDS GLOBAL REDESIGN

1996 HONG KONG RECORD DESIGN AWARD, HONG KONG. BEST ALBUM PACKAGING CONCEPT

Portfolio Link:

<http://www.numbersinposition.com>