

ALEXIS TJIAN

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EXPERIENCE

Photo and Video Director

Chen Design Associates, Oakland CA
chendesign.com
July 2017 – Present

Chen Design Associates is an internationally recognized, award-winning branding, communications and design firm based in the San Francisco Bay Area. For over 27 years, CDA's team of image-makers, storytellers, and creative influencers has partnered with clients of all sizes to delight their audiences through thoughtful brand experiences that inspire curiosity and intrigue and help them stand out in their fields. As the Photo and Video Director at Chen Design, I am responsible for the overall creative vision of the agency's photography and video projects for a wide range of clients and CDA's own brand marketing. I lead projects from strategy and ideation, through production to final execution and delivery. I work to understand the clients' needs and help to inspire teams to push the creative vision forward. Collaborating with diverse team members within CDA and beyond, I craft the perfect team for each project and help to realize the Photo and Video Studio at CDA by growing the internal group of producers, photographers and other creative collaborators. I partner with the leadership team to inspire team members, uphold company goals, keep open communication, and strengthen CDA's commitment to creative excellence.

As Photo and Video Director, I manage the Senior Producer and Photo and Design Assistant. My responsibilities also include:

- Leading the creative execution and production of all photography and video projects for clients of the agency
- Art direction and creative lead on photography and video projects that come from a wide range of industries including food, beverage, beauty, fitness, financial, hospitality and many more
- Managing a team of creative collaborators including producers, photographers, stylists, retouchers and editors - working to craft the perfect team for each project that the studio approaches
- Working with clients on brand needs and helping to craft compelling stories, while maintaining scope of work and budget constraints
- Managing budgets and work flow process for photography and video projects
- Helping to launch the Photo and Video Studio at Chen Design, including the brand strategy and marketing plan
- Maintaining the visual case studies for CDA's own marketing on the website and social media
- Partnering with the Creative Director and leadership team at CDA to maintain clear sight of goals and challenge ourselves, continuing to grow the studio and inspire creativity

Editorial Art Director / Senior Manager

Tea Collection, San Francisco CA
teacollection.com
February 2016 – Present

At Tea Collection, a globally inspired children's clothing brand, I brought a storytelling point-of-view to the art direction and content of all seasonal campaign imagery and assets. I was responsible for up-front story planning in partnership with strategic cross-

functional partners, pagination and flow of the catalogs (8-10 books per year), and lead the production of all photo shoots. Assets created were utilized across all channels: catalog, online, wholesale, in-store, PR, social and events.

As director of the photo team at Tea, I managed the Associate Art Director, Photo Producer, In-House Photographer and Sample Coordinator. My responsibilities also included:

- Partnering with the Creative Director to be catalyst for creative thinking and non-traditional solutions within the Brand Creative team
- Driving and motivating creative inspiration and process with art directors, designers, producers and photographers
- Leading the development, creative conceiving and production of Tea seasonal campaigns/photo shoots
- Aligning and shepherding creative efforts from concept to execution, while keeping it all on-brand and on-budget
- Directing all aspects of photo shoot production, including budget and schedule
- Managing image editing and image reviews for cross-functional partners
- Understanding needs of the business, marketing plans and how to utilize images for best results
- Tirelessly working to tell compelling stories with the Tea customer (and prospective customer) top of mind, while ensuring that both the brand and the product look their best
- Traveling 2-3 times a year to produce international and domestic photo shoots

Creative Producer / Senior Manager

Tea Collection, San Francisco CA

teacollection.com

April 2011 – February 2016

When I first joined Tea, there was no Creative Director on staff. As the Senior Manager, I led the creative team while also planning and producing all photo shoots. After our Creative Director came on board in 2013, I helped prioritize projects, gave feedback to the team and collaborated closely with the CD to move the brand forward creatively.

As Creative Producer, I managed the creative budget, negotiated with all contractors and vendors, processed all invoices for the department and collaborated on brand guidelines and photo standards. My responsibilities also included:

- Collaborating with photographers and art directors on the concept and execution of photo shoots
- Managing all aspects of the production: casting, locations, schedule, budget, communication with cross-functional teams, outside contractors, and research
- Coordinating all outside contractors, such as stylists, wranglers, photo crew, locations, and production staff
- Pagination and planning for catalogs: producing both the high-level book strategy and detailed pagination required a deep understanding of product, merchandising buys, and marketing plans—not to mention excellent communication skills and business-minded strategic thinking
- Producing a large-scale retailer event and fashion show, twice a year

Associate Photo Editor

Dwell Magazine, San Francisco CA

dwell.com

January 2007 – April 2011

Dwell is a publication dedicated to modern design. As Associate Photo Editor, I assigned and produced photo shoots for stories in the magazine.

My responsibilities, proficiencies, and skills included the following:

- Handled budgets/contracts and negotiated rates and contract terms
- Worked closely with photographers from around the world
- Researched images from stock agencies, institutions, and personal archives
- Managed and organized existing art stories; edited film and digital imagery
- Assisted production manager with color correction and print production
- Managed photo intern, edit schedules, photographer database, photography returns, photo research, fine art photography essays, photography contests, print orders and photography credits, all within the constraints of tight deadlines
- Contributed creative ideas for the magazine, as well as content for dwell.com and photography for marketing events and advertising

Freelance Photographer

Bay Area, CA

2005 – 2010

Managed budgets and shoot schedules. Delivered final images to clients, including The Bold Italic, Chronicle Books, GQ, Dwell Magazine, East Bay Express, Marin Magazine, Brick Restaurant, Solstice Restaurant, Robert James Color

EDUCATION

Bachelor in Fine Art, Photography
California College of the Arts, Oakland CA
Graduated in 2006 with Honors

Bachelor in Science, Marine Biology
University of California, Los Angeles CA
Graduated in 2001

HONORS + AWARDS

2017 Marketers that Matter Award for Brand Building B2C Small Business Category for India 2015 Tea Collection Catalog
2016 & 2017 American In-House Graphic Design Winner: Art Direction for Tea Collection Catalogs
2015 American In-House Graphic Design Winner: Creative Producer for 2 Tea Collection Catalogs
2009 Judge for International Photography Awards
2007 Two photographs selected as Finalists and published in American Photography 23

PHOTOGRAPHIC PHILOSOPHY

"The nicest idea of all, the simplest, is the spontaneous reflex action with which we try to hang on to a moment of happiness that's just about to slip away. Rather more premeditated is our attempt to snatch a picture as the time races by and wave it triumphantly aloft as evidence that our own world exists."

-Robert Doisneau