

# DINGDING CHUNG

## Concept Design + Visual Direction

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Concept artist and creative leader. Nearly 20 years building stories and the tools to tell them, across games, AR effects, avatars, and brand systems. I translate creative vision into high-quality 2D and 3D production, drive storytelling, and lead high-performing teams.

### Experience

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<b>TikTok</b> Los Angeles	<b>Senior Artist</b> <ul style="list-style-type: none"><li>Led TikTok Effect House branding operations, shaping brand presence through campaigns, offline events, and workshops.</li><li>Created a wide range of effects for TikTok LIVE to enhance the live-streaming experience.</li></ul>	01.2024 – Present
	<b>2D Art Lead</b> <ul style="list-style-type: none"><li>Built and managed the 2D design team at TikTok Effect Design.</li><li>Art directed and oversaw 2D design production across multiple initiatives.</li><li>Launched <b>TikTok Avatars</b>. Art Director overseeing visual direction and production, leading a 10+ designer team and partnering cross-functionally to drive product strategy.</li><li>Launched <b>TikTok Effect House</b>. Design POC overseeing production of templates and asset library.</li></ul>	05.2020 – 01.2024
	<b>Senior Artist</b> <ul style="list-style-type: none"><li>Ideated concept and designed 2D visuals for TikTok creative effects.</li><li>Experimented with emerging AR technologies and visual approaches.</li></ul>	01.2019 – 05.2020

<b>Magic Works</b> Palo Alto	<b>Art Director</b> <ul style="list-style-type: none"> <li>• Defined visual styles for three mobile apps (SGC Digital Wallet, Merge Sushi, Merge Car Billionaire).</li> <li>• Created 2D/3D game assets, including characters, environments, and props.</li> </ul>	05.2018 – 01.2019
<b>Full Spectrum Reality</b> Palo Alto	<b>Lead Artist</b> <ul style="list-style-type: none"> <li>• Led concept design and visual styles for AR/VR demos.</li> <li>• Produced 2D/3D assets across characters, environments, and props.</li> </ul>	11.2017 – 05.2018
<b>Game Show Network</b> Palo Alto	<b>Senior Artist</b> <ul style="list-style-type: none"> <li>• Defined visual style for two mobile games (Solitaire Tripeaks, GSN Grand Casino).</li> <li>• Created 2D/3D assets and supported partner studios with marketing assets.</li> </ul>	03.2013 – 11.2017
<b>SilverTree Media</b> Pittsburgh & Palo Alto	<b>Concept Artist</b> <ul style="list-style-type: none"> <li>• Defined art direction and created assets for four mobile games (Cordy 1-2, Cordy Sky, Sleepy Jack).</li> <li>• Contributed to visual style and asset creation for Disney's Pixie Hollow and Tron Light Cycle.</li> </ul>	11.2007 – 03.2013

## Skill

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Art Direction, Avatar System, AR Effect Development, Creative Brainstorm, User Research, Concept & Character Design, 2D & 3D Illustration.

Photoshop, Illustrator, Figma, Maya, Unity, AR Engines: TikTok Effect House & Lens Studio.

## Education

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Savannah College of Art and Design, Master of Fine Arts in Animation, March 2008