

# Portfolio

# CV

HANNA CHEN  
hanna.ft.chen@gmail.com

## EDUCATION

DEGREE| MASTER DESIGN ADVANCED 2019 - 2021  
PRODUCT DESIGN 2008 - 2011

### SHORT COURSES|

Jewellery drawing and rendering technique, Jan 2019 - Feb 2019  
Rhinceros e Rhinogold applied in jewellery development, Mai 2015 - Set 2015  
Fashion Design, Jul 2013 - Jul 2015  
Jewellery Design, Jul 2010 - Abr 2015

## PERSONAL ATTRIBUTES

### COMMITMENT & DEDICATION|

Willing to provide commitment to an organization

### THOROUGH & RESPONSIBLE|

Willing to do the work with attention to detail and respect the deadline

## WORK EXPERIENCE

FASHION ASSISTENT| JAN 2015 - JUL 2015 Internship Style Assistant  
Design and development of layouts, uniforms for events. According to the briefing requested by the clients. Graphic art. developments for the company.

JEWELLERY DESIGN| JUL 2016 - MAY 2018 Jewellery Design  
Trend consultant, silversmith, jewellery design

# RESUME

## PROFILE

I am punctual, organized, detail-oriented, dedicated, and a very responsible person. Passionate about everything related to illustration, drawing, painting, design, fashion and jewellery. And I'm always trying to improve my skills in the jewellery field.

## SKILLS

### INDESIGN



### ILLUSTRATOR



### PHOTOSHOP



### COREL DRAW



### RHINOCEROS/RHINOGOLD



### MICROSOFT OFFICE



## TABLE OF CONTENTS

INTRODUCTION  
3

TARGET AUDIENCE  
4

MOODBOARD  
5

ART & JEWELLERY ILLUSTRATION  
6-10

WEBSITE PROTOTYPE  
11

AR APP PROTOTYPE  
12

# Introduction

This portfolio shows a prototype of a company created to fill the gap left by the jewellery industries in terms of sustainability, including the materials involved, the production chain and integration with the community.

To fill the gaps listed, the research and insertion of new materials (DLC - diamond like carbon, Vantablack, Lab- gemstones, and recycled gold), changes in the production chain (manual and exclusive, small collection production), and the integration of designers beginners doing a partnership to show their styles and make them known in the jewellery market.

# Target Audience

Create for women in their 30s who know fashion, behaviour, art and architecture, seeking to transform classic jewellery into modern.

These women are linked to art, nature, femininity and spirituality, and look for something in their clothes and accessories that brings one or more of these criteria.

They also prefer to purchase products online and use different virtual realities to facilitate and enhance the shopping experience.



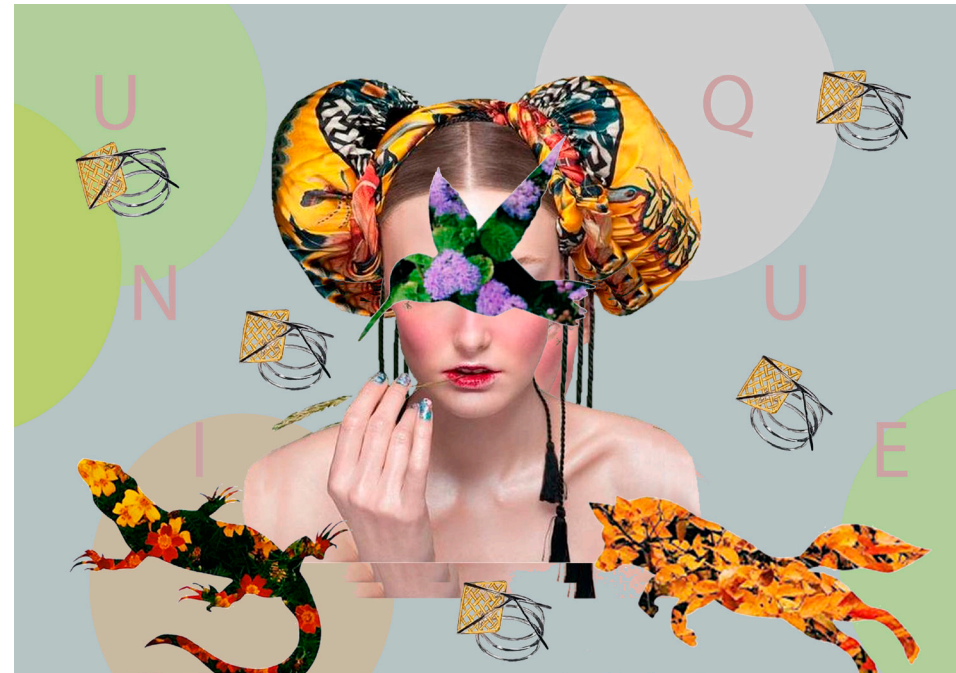




# Art & Jewellery Illustration



White gold ring with golden gold braid and DCL rods covering the piece.

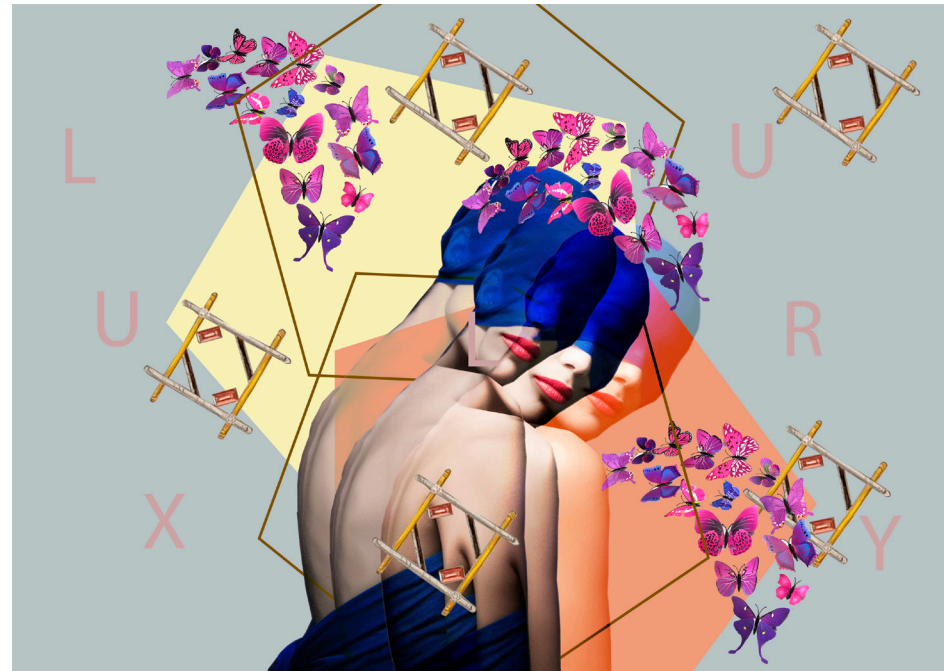


Art made by digital collage uniting the concept of integrating the geometric with nature form.

# Art & Jewellery Illustration

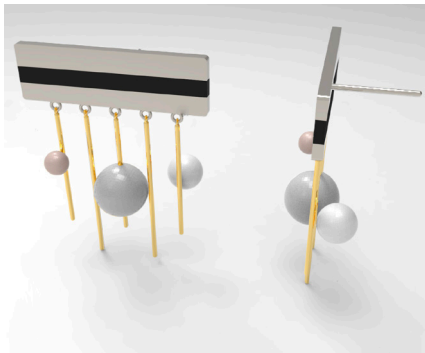


White and yellow gold earrings with  
DCL rods and rubies in the centre.

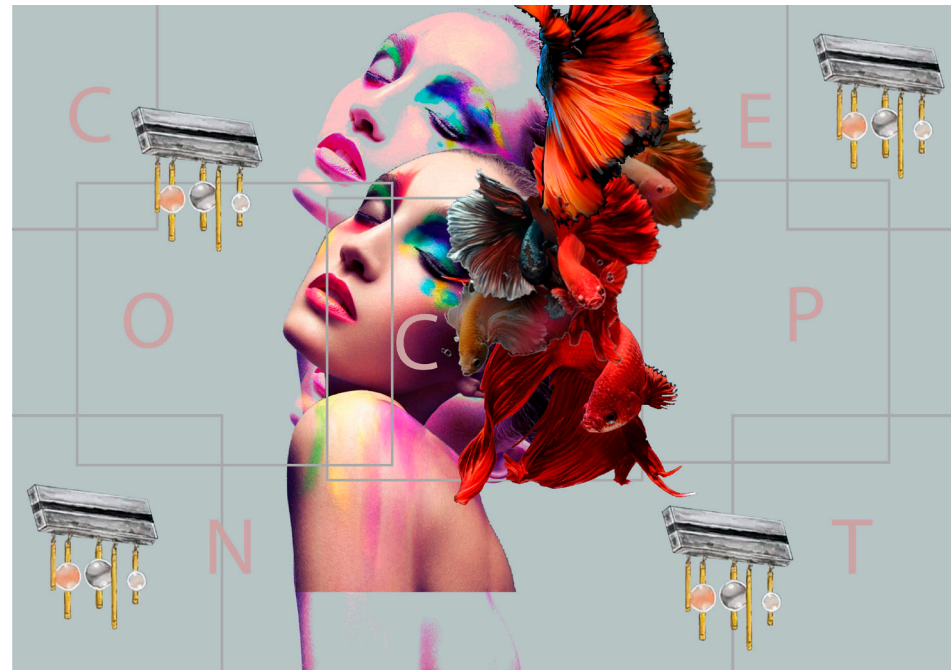


Art made by digital collage uniting the concept of integrating the  
geometric with nature form.

# Art & Jewellery Illustration



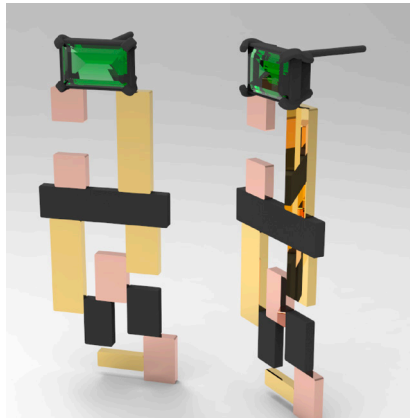
White gold earrings with pearls stuck in strip gold



Art made by digital collage uniting the concept of integrating the geometric with nature form.



# Art & Jewellery Illustration

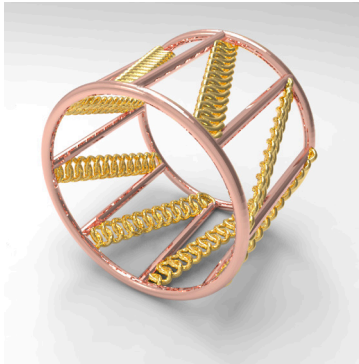


Gold, rosé and Vantablack earrings with emerald fixed on top

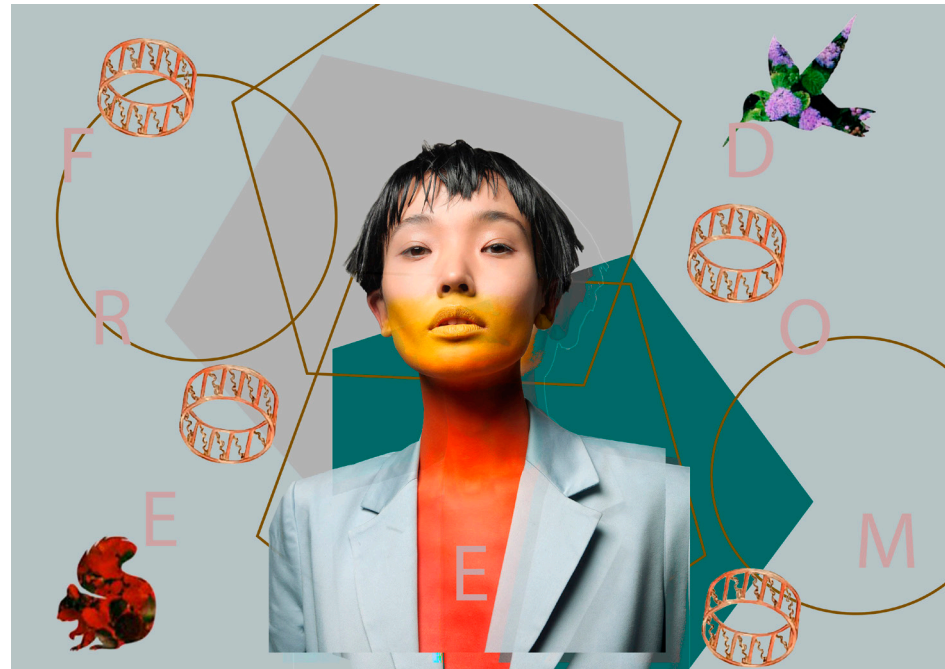


Art made by digital collage uniting the concept of integrating the geometric with nature form.

# Art & Jewellery Illustration



Rose gold ring with golden gold chains

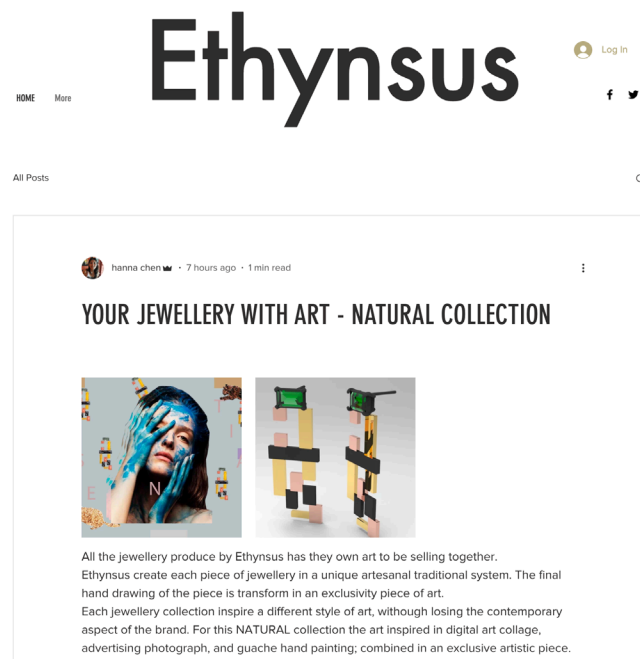


Art made by digital collage uniting the concept of integrating the geometric with nature form.

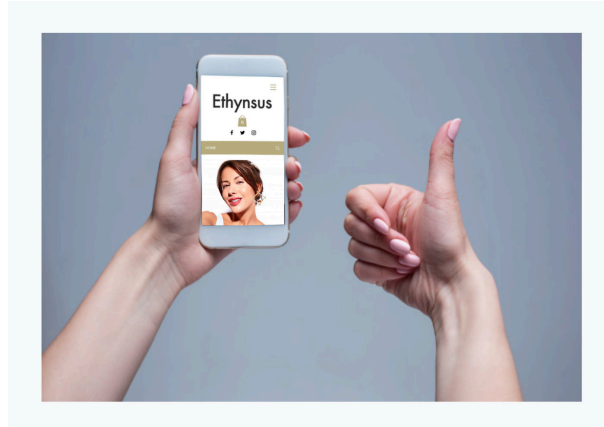
# WEBSITE PROTOTYPE

## PRODUCT PROTOTYPE – WEBSITE

It was developing a prototype website to demonstrate how would be the story of the company and the display of the jewellery with the digital collage art. See images below on the web link:  
<https://hfontinc.wixsite.com/mysite-1>



# AR APP PROTOTYPE



## PRODUCT PROTOTYPE – AR APP

Create a visual art to demonstrate the app visual using an AR technology to test jewellery products.

