

## EDUCATION

### **State University of New York at Fredonia, Fredonia, New York**

Bachelor of Fine Arts in Graphic Design; Minor in Communications.  
Graduated *Summa Cum Laude*.

## SKILLS AND STUDIES

Gallery Management, Project Coordination, Marketing and Branding.  
Design, Studio Art, and Art History.  
Fluent in English, Cantonese and Mandarin Chinese; Some experience in French.

## PROFESSIONAL EXPERIENCE

### **Managing Director, Magee Art Gallery, Beijing, China**

In charge of administration, marketing, client relations and human resource.  
Conduct market research and develop marketing strategies.  
Develop and implement client communication programs.  
Coordinate exhibitions and collaboration projects.  
Responsible for communication and coordination with Magee Art Gallery (Madrid).  
Modify organizational administration structure to maximize operational efficiency.  
February 2009 – Present

### **Designer and Translator, Iberia Center for Contemporary Art, Beijing, China**

Provided branding consultancy, designed visual identity system and developed branded products for Iberia Art Store.  
Worked closely with directors and curators to design and produce catalogues as well as print, online and outdoor advertisements for exhibitions and art fairs.  
Translated and copy-edited academic articles and press materials. Interpreted for international collaboration projects, events and curator-guided tours.  
Worked with limited budget in a fast-paced environment.  
August 2008 – June 2009

### **Designer and Assistant to Principal, Piscatello Design Centre, New York, New York, United States**

Major projects include corporate identity development, real estate marketing, architectural graphics and way-finding systems.  
Worked closely with fabricators/printers to design and implement projects.  
Organized meetings with clients; prepared agenda, presentations and minutes.  
Provided assistance to principal; performed general administrative duties.  
Directed and oversaw interns.  
January 2007 – June 2008

### **Graphic Designer, Rockefeller Arts Center Art Gallery, Fredonia, New York, United States**

Major projects include gallery exhibitions and fund-raising efforts.  
Designed and coordinated production of promotional materials, including posters, brochures, marketing emails and invitations, among others.  
Assisted with installation and dismantlement of exhibitions, greeted guests.  
Worked with collectors, artists, museum and gallery professionals.  
December 2005 – September 2006

**Curatorial Intern, Albright-Knox Art Gallery, Buffalo, New York, United States**

Worked on exhibition catalog and exhibition proposal presentations.  
Assisted with development of information brochure and marketing pieces.  
Obtained images and Rights of Reproduction.  
Research in literature, fine arts and art history for art exhibitions.  
Filing, internal and external correspondence and other administrative duties.  
Summer 2006

**Assistant, Office of International Education at SUNY Fredonia,  
Fredonia, New York, United States**

Organized events such as Study Abroad Fairs and Student Orientations.  
Developed and implemented cultural programs for international students.  
Provided consulting services to students who are planning to study abroad.  
Designed and distributed office publications and promotional materials.  
Bookkeeping, answering the phone as well as other administrative duties.  
September 2004 – December 2006

**Freelance Designer, United States & China**

Provide design services ranging from building signage, visual identity system to annual reports, stationery, brochures, packaging and presentation design.  
Clients include architecture firm Richard Meier & Partners, non-profit organization American Music Center, law firm, education institution, bands and musicians.  
February 2004 – Present

**VOLUNTEER WORK**

**KidArt Advisor, Kidlink: Global Networking for Youth**

Served as volunteer advisor for KidArt Chinese, an art education component of the internet-based non-profit organization KidLink, aiming to help children around the world develop life-skills through lessons and interaction.  
Set goals and directions for the newly established Chinese component.  
Conducted search to build a team of artists and educators for the group.  
Organized volunteers to translate content and build website.  
Summer 2005 – October 2006

**HONORS**

AIGA Member, 2006 – 2008  
Don Nichols Scholarship, Bronze, 2006  
The Winch Family Fund Scholarship 2006  
Chautauqua Arts and Craft Alliance Award 2005  
Dean's List, Fall 2003 – Spring 2007  
Golden Key International Honors Society

**EXHIBITIONS PARTICIPATED AS SUPPORTING STAFF**

*Unrealistic Reality: Solo Exhibition of Jin Shi*, Magee Art Gallery, Madrid, Spain, 2009  
*Self-Preservation: Painting Exhibition of Cui Jie, Li Chao and Wang Yuanzheng*, Magee Art Gallery, Beijing, China, Madrid, Spain, 2009  
*Rearview Mirror: A Retrospection of Chen Yufei's Work (1984-1996)*, Magee Art Gallery, Beijing, China, 2009  
*The Other There: Solo Exhibition of Gao Shiqiang*, Iberia Center for Contemporary Art, Beijing, China 2009  
*No World-View for the Face: Solo Exhibition of Dong Wensheng*, Iberia Center for Contemporary Art, Beijing, China 2009  
*What Has Been Happening Here?: Inaugural Exhibition of Chinese Independent Film Archive (CIFA)*, Iberia Center for Contemporary Art, Beijing, China 2009  
*Between Two Worlds: Solo Exhibition of Ouka Leele*, Iberia Center for Contemporary Art, Beijing, China 2008  
*Landscape Topology: The Inaugural Exhibition of Magee Art Gallery (Beijing)*, Magee Art Gallery, Beijing, China, 2008  
*Andrea Zittel: Critical Space*, Albright-Knox Art Gallery, Buffalo, New York, United States, 2006  
*Connoisseurship*, Rockefeller Arts Center Art Gallery, Fredonia, New York, United States, 2006  
*Norman Rockwell: An American Family*, Rockefeller Arts Center Art Gallery, Fredonia, New York, United States, 2006  
*Lawson Smith: Selected Works 1976 – 2006*, Rockefeller Arts Center Art Gallery, Fredonia, New York, United States, 2006  
*Extreme Abstraction*, Albright-Knox Art Gallery, Buffalo, New York, United States, 2005

**EXHIBITIONS PARTICIPATED AS EXHIBITING ARTIST**

**Solo Exhibition**

*i.m. me: An Installation by Xueyin Chen and Daniel Yip*, Emmitt Christian Gallery, Fredonia, New York, United States, 2005

**Selected Group Exhibitions**

*Corporate Identities*, Emmitt Christian Gallery, Fredonia, New York, United States, 2007  
*SUNY Student Art Exhibition*, Albany, New York, United States, 2007  
*Beauty, Strength, Confidence and Courage*, Exhibition and Silent Auction, Women's Leadership Center, Alfred University, Alfred, New York, United States, 2006  
*The Crazy 8*, Rockefeller Arts Center Art Gallery, Fredonia, New York, United States, 2006  
*Graphic Design Works*, Emmitt Christian Gallery, Fredonia, New York, United States, 2006, 2005

**XUEYIN CHEN**

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**SELECTED DESIGN PROJECTS**

*Branding for Magee Art Gallery (Beijing), Beijing, China*

*Branding & Visual Identity for Iberia Art Store, Beijing, China*

*Branding & Visual Identity for 1280 Fifth Avenue Condominium, with Rocco Piscatello,  
New York, New York, United States*

*Way-finding and Architecture Graphics for City Tower, with Rocco Piscatello for  
Richard Meier & Partners, Prague, Czech Republic*

*Way-finding and Architecture Graphics for Cornell University Weill Hall, with Rocco Piscatello  
for Richard Meier & Partners, Ithaca, New York, United States*

*Way-finding and Architecture Graphics for 1099 New York Avenue, with Rocco  
Piscatello for Thomas Phifer & Partner, Washington D.C., United States*

*Way-finding and Architecture Graphics for Riverside Health Center, with Rocco  
Piscatello for 1100 Architect, New York, New York, United States*

*Way-finding and Donor Recognition Signage for Poly Prep Lower School, with Rocco  
Piscatello for Platt Byard Dovell White, Brooklyn, New York, United States*