



Allan Xia

Creative Entrepreneur

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Work experience

Wayward Films / NOV 2010 - APR 2012

Designer & Technical Artist

Responsible for graphic novel illustration, storyboarding, matte painting, compositing, and design for print.

Allan Xia Illustration / 2009 - PRESENT

Freelance Illustrator

Produced illustrations, graphic design, mural art, concept design for print and web publishing.

Chromacon Arts Festival / NOV 2012 - PRESENT

Festival Director | www.chromacon.nz

Founded New Zealand's leading biennial indie arts festival - featuring 100+ NZ creatives and over 4500 attendees in 2015.

Kognika Ltd / OCT 2013 - PRESENT

Director

Boutique service provider in creative consultancy and technologies. Expertise: Design, Art direction, Transmedia, Sino-NZ co-production.

Education & training

Fine Art Ateliers in Chengdu + Beijing, China
2007

Bachelor of Design - Digital Design,
Auckland University of Technology
2008 - 2010

The Power of Transmedia Storytelling
with Jeff Gomez
July 2013

ART Venture 2013
2013 - 2014

Accomplishments

Overload Art Awards

2010 - Overall 1st Place.
2011 - Traditional Art 1st Place, Digital Art 2nd Place
2012 - Comic Art 1st Place

Great NZ Remix & Mashup / 2011

Best Literature Remix - Winner

Envision - Group Exhibition / 2011 - 2012

A Collection of Fantastic Artwork by 6 Illustrators, Te Karanga Gallery

Downunder Uncovered / 2013

Illustre Gestalten, an exhibition of illustrators in Darmstadt, Germany

China in the Pacific / 2014

Organised by UNESCO and Te Papa, presenter as part of a panel

Sino-NZ Screen Delegation / 2014

Represented NZ in first Official Screen Delegation to China, lead by NZFC

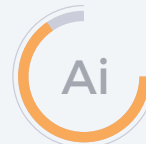
New Zealand Asian Leaders / 2014

Recognised as an Emerging Asian Leader, invited to speak at first summit

Software



Photoshop



Illustrator



Indesign



Office



Mac



Windows



After Effects



Premiere/ Final Cut

Skillsets

- Illustration
- Graphic Design
- Art Direction
- Web Development
- Event Management
- Digital Marketing
- Community Development
- Photography
- Videogame Design
- Virtual Reality
- Art Curation
- Event Management
- Fluent in English & Chinese Mandarin