

JASON CHEN

Lens-based Artist | Photography, Moving Image, Performance and Installation

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ARTIST PROFILE

I am a lens-based artist working across photography, moving image, performance, directing and installation. I am currently studying MA Photography Practice at Goldsmiths, University of London. My practice explores body politics, masculinity, social expectations, consumer culture, gaze and subjectivity. Through staged photography, self-performance, constructed props, cinematic lighting and visual storytelling, I investigate how identity is performed, watched, judged and redefined in everyday spaces.

EDUCATION

MA Photography Practice, Goldsmiths, University of London

London, UK | 2025-present

I am currently studying.

BA Radio and Television Scriptwriting and Directing, Nanjing University of the Arts

Nanjing, China | 2021-2025

Training included directing, cinematography, lighting, editing, screenwriting, visual analysis and twentieth-century art theory.

SELECTED ARTISTIC, FILM AND VISUAL PROJECTS

The Body Closest to the Self / Ongoing Series on Male Body and Masculinity

Photography, short film, performance and installation | 2025-present

An ongoing body of work centred on the male body, masculinity, body anxiety, social recognition and subjectivity. Using an exaggerated muscle suit, self-performance and constructed everyday scenes, the series examines how masculine identity is shaped by advertising, social relationships, judgement and social expectations.

I Want to Be Like Him

Photography / moving image

Explores biohacking, fitness culture and consumerism. Through wide-angle distortion, constructed environments and performed bodies, the work reflects on the alienation and absurdity of pursuing an idealised body shaped by capitalist desire.

Boundary

Portrait photography, video and interview-based practice

Investigates gender, power and invisible social discipline through portraits, interviews and an intimate bathroom setting. The project explores how bodies are restricted through social rules, gazes and power relations.

The Core

Photography / installation

Examines technology, invisible power and pseudo-decentralisation. The project transforms repeated photographs of people passing through a circular doorway into an installation, using looping visual structures to reflect hidden control within seemingly free choices.

Watching

Short film / constructed moving image

Explores consumerism, desire and identity. Using frames as a visual motif and flames as a metaphor for rising desire, the work reflects on how identities are shaped by consumer culture and invisible power.

Selected Film, Advertising and Visual Projects

Director / cinematographer / lighting crew / creative planning | 2021-2024

I have participated in national undergraduate film, advertising and brand visual projects, including works connected to advertising competitions, young director programmes and lighting/cinematography equipment brand initiatives.

Pop Mart AI Video Advertisement, Director, The 16th National Undergraduate Advertising Art Design Contest, 2024: I led AI-driven creative planning, script development, animation production and post-production for a commercial video.

Shuanglu Battery Advertisement, Director, The 15th National Undergraduate Advertising Art Design Contest, 2023: I directed visual storytelling and emotional communication for a brand advertising film.

Zhafei, Camera Crew, Nanguang Project Spark, 2023: I participated in the cinematography of a short film about youth growth; the project received an award through the Nanguang Project Spark programme.

Baoqing Park, Lighting Crew, Aputure Young Director Support Project, 2023: I contributed to lighting design and on-set execution. The film was shortlisted for Filmfare India Film Festival and nominated for Film of the Year at AME Film Festival.

CREATIVE AND PROFESSIONAL EXPERIENCE

PAST|NEXT Communications

PR, event execution and visual project production | Shanghai, China | 2025-present

I participate in brand competitive analysis, brand marketing planning, event execution and client communication. I also contribute to TVC, brand campaigns and visual projects through creative planning, directing, cinematography/videography and production coordination, supporting projects from creative concept to shooting and final delivery.

Mai Sui Harvest Culture & Media Co.

Short video, TVC and visual project production | Shanghai, China | 2023

I participated in short video, livestream, TVC-related and brand visual projects, contributing to creative planning, directing concepts, on-site filming and production execution.

Guangdong Provincial Television, Foshan Shunde Branch

Videographer / director / field programme production | Foshan, China | 2023

I worked on field programmes and serial media projects, participating in planning, directing and filming.

Shanghai Mingfen Network Technology Co.

E-commerce moving image production | Shanghai, China | 2022

I produced livestream, short video planning, filming and launch content for an e-commerce brand.

SKILLS

Photography, staged photography, cinematography, performance, directing, visual storytelling, lighting design, art direction, editing, interview-based research, installation planning, TVC and brand visual production.

Software: Photoshop, Lightroom, Premiere Pro, Final Cut Pro, DaVinci Resolve, CapCut, After Effects (basic), Blender (basic).