

# Yiping Lee (Phoebe)

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My name is Phoebe, and I have more than 10 years of experience in visual design. My passion is solving problems through compelling design solutions.

## Education

**Hufan University**  
**Industrial Design**  
Bachelor Degree  
Jan, 2013

**Fu-Hsin Trade and Arts School**  
**Dept. of Advertisement**  
High School  
June, 2008

## Competences

- Photoshop
- Illustrator
- Figma
- XD
- Sumlime
- Cinema 4D
- KeyShot
- Pro/E
- Alias
- Showcase

## Experience

### Designer

May. 2020 - Nov. 2020

#### Aegis Custody (Fintech)

1. Design and manager marketing material on both print and digital including websites, campaigns, pitch deck, infographics, digital posts on social media, banner, flyers, brochures... etc.
2. Assist research and development team to improve UI and UX for platform
3. Company website maintenance
4. Develop effective branding assets, manage and maintain the compliance and brand guidelines

### Designer

Mar. 2019 - Aug. 2019

#### TCI CO., Ltd. (Biotechnology)

1. Ecommerce product page graphic design, product introduction slide, magazine advertising and banners
2. Produce press-ready final art for assorted print projects, including packaging, advertising, collateral and assembly of mock-up / prototypes

### Senior Specialist

Aug. 2018 - Jan. 2019

#### Yaobang Co. (Meeting, Exhibition & Event Industry)

Technology rental, Managed conferences and events including: computer equipment rental requirements and install, temporary worker service, on-site execution and management etc.

### Designer

Apr. 2016 - Apr. 2018

#### Intention Co. (Commercial)

1. Product design, branding management, packaging design and social media management
2. Establish brand image, peripheral products and brochure design
3. Inventory management and order shipment

### Specialist

Nov. 2015 - Mar. 2016

#### BRIGHT FORCE Human Resource Supplier (Temporary Worker Service)

Managed conferences, exhibitions and events including: temporary worker service, on-site execution and management, props / equipment rental and venues / decorations such as: Taipei International Book Exhibition, Secutech, Taipei building show... etc.

### Specialist

Feb. 2013 - May 2015

#### International Copper Association (NPO)

1. Promote copper technology, products and high efficiency projects
2. Show exhibit and conference coordination
3. Booth and brochure design
4. Office administration