

## Work Experience

### Media PR Planner

Eastern Broadcasting Co., Ltd (Top 1 children TV Program in Taiwan)

*Oct 2023 - May 2024, Taipei, Taiwan*

- Planned and executed online marketing campaign for EBC TV channel, official website, social media, and offline events such as TV celebrities meet-up and family festival.
- Consistent **25% monthly growth** in social media followers on platform like YouTube channel, which boasted 160,000 followers.
- Orchestrated the publicity planning for a parent-child carnival event, **drawing nearly 30,000 attendees**.

### Visual Designer

Breeze Development Co., Ltd. (Top 3 Department Store in Taiwan)

*Aug 2022 - Jun 2023, Taipei, Taiwan*

- Produced advertisement storyboard for brands such as Alexander Wang, MM6, and YSL; organized and assist on-site shooting to ensure the quality of advertisement and commercial.
- Enhanced luxury goods images on apparels, handbags, heels, and jewelries for Breeze Boutique's website banner and DM with Adobe Photoshop and Lightroom.
- Utilize Adobe Premiere to create monthly video-blog of corporate, press, and VIP for public event and social media purpose, **increasing engagement on social media platforms by 30%**.

### Graphic Designer

WIEDU Co. (A subsidiary of Wistron for professional education)

*Sep 2020 - Sep 2021, Taipei, Taiwan*

- Created promotional flyers and website contents with InDesign and Illustrator, designed over 10 promotional materials, resulting in a **15% increase in event attendance**.
- Managed daily reports on lesson progress, student feedback, and attendance, created presentation with Canva for the program director

### Video Production Technician

TVBS Media Inc. (Leading News Network in Taiwan)

*Sep 2018 - Sep 2020, Taipei, Taiwan*

- Used Avid News Cutter System to edit over 30 minutes of newsreels per day.
- Operated AsiaSat-4 satellite to broadcast edited reels to international partner channels.

## Education

### Digital Arts & Sciences MA

University of Florida

*Jul 2024 - May 2025, Florida, US*

### Visual Design BFA

National Taiwan University of Arts

*Sep 2020 - Jan 2023, Taipei, Taiwan*

### Journalism & Communication

Fu Jen Catholic University

*Sep 2018 - Jun 2020, Taipei, Taiwan*

## Project

### Graduation AR Project

National Taiwan University of Arts

*Jun 2021 - May 2022, Taipei, Taiwan*

- Created a series of T-shirts with traditional idioms printed and caricature illustrations effects after applying AR filters in a group of 4.

## Skills

### Digital Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effect
- Autodesk Maya
- Substance 3D Painter

### XR Development

- Unity
- C#
- Spark AR Studio

### Front-end Design

- HTML
- CSS
- JavaScript
- Figma