"I am a curious, multidisciplinary designer focused on creating diverse ideas and visuals, by delighting users with innovative products and services."



SKILLS

ADOBE CREATIVE SUITE

Illustrator Indesign Photoshop DreamWeaver

COMPUTER PROGRAMMING

HTML CSS

DIGITAL DESIGN TOOL

Axure Sketch InVision WordPress

LANGUAGE

English (Full professional proficiency) Mandarin Chinese (Native) Taiwanese (Native)

ADVERTISING / VUSIAL DESIGN

Art Direction Concept Design UX/UI Design Web Design

MARKETING TOOL

Google Analytic SEO Optimization

EDUCATION

M.A., ADVERTISING M.A., BUSINESS DESIGN AND ARTS LEADERSHIP

Savannah College of Art and Design (SCAD Atlanta) 2017-2019 Acceptance Scholarship (2017/2018)

B.A., FASHION DESIGN

Shih Chin University 2011-2016 Marketing and Management in Creative Industry Certificate

EXPERIENCE

GOLDEN SOURCE CONSULTANTS

Graphic and Communication Designer, Oct. 2019 - Present

Contribute to the ideation, conceptualization, and development of a Physician 4H E-Learning Module Project.

Create compelling and strategically oriented information designs to deliver an engaging user experience.

Concept and create practical innovative solutions to meet marketing and creative objectives, tasked in marketing materials like print/digital ads, brochures/handouts, presentations/guides, introduction/ interview videos, video ads and other related products.

Lead the company site's re-design project & the launch of an online healthcare assessment tool:

- collaborate with cross-functional teams on the creation of unique concepts
- proposed and implemented new site content architecture and navigation scheme
- develop graphic resources and UI solutions to achieve design goals
- performed routine updates, upgrades and overall maintenance of the websites

EXPONENT COLLABORATIVE

Freelance Graphic Designer/Illustrator, Mar. 2020 - Present Design graphics and illustrations for use in technical materials, manuals, guide books and publications. Conceptualize and create original images from engineering drawings, ideas, and concepts.

MVO MARKETING

Web & Graphic Designer, Jun. 2019 - Oct. 2019, Atlanta Proposed and implemented new site content architecture and navigation scheme for MVO Marketing Store website redesign. Spearheaded daily design including digital marketing graphics, and print ads.

COX COMMUNICATION

Freelance Product Designer, Mar. 2019 - Jul. 2019, Atlanta Conceptualized and designed a Mobile Personal Emergency Response Systems (mPERS) product to provide security within senior living.

FERNBANK MUSEUM OF NATURAL HISTORY

Development Intern, Sep. 2018 - Nov. 2018, Atlanta Designed brochures and invitations to attract donors to events and parties in 2018 that strengthened bonds with the community.

AWARD

RED DOT: COMMUNICATION DESIGN AWARD 2019
IDA DESIGN AWARDS GOLD WINNET 2019

Tokyo 2020 Olympic Games/Nike Project: Altius