"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

#### **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, Atlanta

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.

#### **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.

#### ATLANTA GIRLS' SCHOOL

Event Curator, Mar. 2019 - May. 2019, Atlanta Curated and designed Make HER Day event to showcase

students' works as well as inspire more girls to lead lives of purpose.

#### 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.

# SYNCHRONICITY THEATRE WHOLE WORLD IMPROV THEATRE

SCAD Collaborating Course, Mar. 2018 - May. 2018, Atlanta Collaborated with creative team to devise artwork for marketing initiatives that promoted the show "The Taming" and the program "Playmaking for Girls." Conducted market research and in-depth interviews with current and potential donors to redefine the position of the organization.

#### GEORGIA WORLD CONGRESS CENTER

SCAD Collaborative Learning Center - Sponsored Course, Jan. 2018 - Mar. 2018, Atlanta

Experienced B2B full life circle project development, served as a liaison between artists/vendors and client, and conceptualized and rendered creative designs for entrance renovation project.

#### **AWARD**

# **RED DOT: COMMUNICATION DESIGN AWARD 2019**

Tokyo 2020 Olympic Games/Nike Project: Altius