

SKILLS

Illustrator Indesign Photoshop
DreamWeaver

HTML CSS

[Axure](#) [Sketch](#) [InVision](#) [WordPress](#)

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

Art Direction Concept Design
UX/UI Design Web Design

Google Analytic SEO Optimization

M.A.. ADVERTISING

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

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

*Graphic and Communication Designer,
Oct. 2019 - Present*

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

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.

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.

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.

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.

RED DOT: COMMUNICATION DESIGN AWARD 2019

IDA DESIGN AWARDS GOLD WINNET 2019

Tokyo 2020 Olympic Games/Nike Project: Altius