"I am a food-driven, multidisciplinary visual designer focused on cooking up diverse ideas and visuals, and serving users spicy products and services."

# **EDUCATION**

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

Savannah College of Art and Design (SCAD Atlanta)

Acceptance Scholarship (2017/2018) Anticipated Jun. 2019

# **B.A., FASHION DESIGN**

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

# **SKILLS**

# **ADOBE CREATIVE SUITE**

Illustrator Indesign Photoshop DreamWeaver

# **COMPUTER PROGRAMMING**

HTML CSS

### **DIGITAL DESIGN TOOL**

Axure

#### LANGUAGE

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

# **ADVERTISING**

Art Direction Idea Conceptualization UX/UI Design Information Design

#### **EXPERIENCE**

#### COX COMMUNICATION

Freelance Product Designer, Mar. 2019 - Present, 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 - Present, 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

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."

#### WHOLE WORLD IMPROV THEATRE

SCAD Collaborating Course, Mar. 2018 - May. 2018, Atlanta

Conducted market research and in-depth interviews with current and potential donors to redefine the position of the organization.

# **OLMSTED PLEIN AIR INVITATIONAL**

Marketing Intern, Dec. 2017 - May. 2018, Atlanta
Set up visuals and tone, and wrote the E-blast for the
Paint Quick competition's 2018 out-reach program that

generated a record-breaking number of scholarship applicants for Paint Quick competition.

# 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.

# OOPZ! HOUSEHOLD BRAND

2015 - Present, Co-Founder, Jul. 2016 - Present, Taiwan Recruited and led creative team to develop logo, packages, and brochures that established the reputation of the brand.

### FREELANCE VISUAL DESIGNER

2015 - Present

Visualized brands and organizations' messages and delivered cases including logo design, business card design, signboard design, uniform design, race suit design, and marketing materials.