"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

MVO MARKETING

Web & Graphic Designer, Jun. 2019 - Present, Atlanta Propose and implement new site content architecture and navigation scheme for MVO Marketing website redesign (On-going project). Spearhead daily design including social media, email marketing and environmental 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.

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.

AWARD

RED DOT: COMMUNICATION DESIGN AWARD 2019

Tokyo 2020 Olympic Games/Nike Project: Altius