

EDUCATION

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

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

ADOBE CREATIVE SUITE
Illustrator Indesign Photoshop
DreamWeaver

HTML CSS

Axure

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

Art Direction Idea Conceptualization
UX/UI Design Information Design

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

Curated and designed Make HER Day event to showcase students' works as well as inspire more girls to lead lives of purpose.

Designed brochures and invitations to attract donors to events and parties in 2018 that strengthened bonds with the community.

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.

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.

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.

Recruited and led creative team to develop logo, packages, and brochures that established the reputation of the brand.

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