





INFO


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 Email
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 Website
www.peiniwo.com

COMPETENCIES

 HTML | CSS
Bootstrap
Javascript | jQuery

 Photoshop | Illustrator
Sketch
InVision
User Research
Persona Creation
User Flows
Wireframes
Storyboards
Brainstorming
Gif Animation
Responsive Design

 Mandarin (native)
English (fluent)
Microsoft Office | Project
Google Office | Analytics
Branding
Communications
Data Analysis
Project Management

SOCIAL

 LinkedIn
www.linkedin.com/in/
peiniwo

 Facebook
www.facebook.com/
peini.wo



PROJECTS

-  Mar 2016 iOS Mobile Product Design: New App Development
motins: motivational calendar • Santa Clara, CA
-  Sept 2015 Brand Identity Graphic Design
Bobabrah's Teashop • San Jose, CA
-  Jan 2015 UX and Visual Design: Website Redesign
Sarah Graham Metalsmithing • San Francisco, CA
-  Aug 2014 UX Design: E-Commerce Product Customization
Manika Jewelry • San Francisco, CA







WORK EXPERIENCE

-  Jul 2016 Web and Graphic Designer / Developer
RJweddingduo.info • Santa Clara, CA
 - Created brand identity and designed a responsive website for a wedding singer using Bootstrap and custom CSS.
-  2014 - 2015 Marketing Specialist
Sarah Graham Metalsmithing / Manika Jewelry • San Francisco, CA
 - Created marketing and PR strategies, enhanced with social media.
 - Reorganized inventory system and generated expense reports.
-  2012 - 2013 Brand Communications Design and Marketing Manager
CINDY CHAO The Art Jewel • Taipei, Taiwan
 - Developed marketing strategies for high-end jewelry brand with business across North America, Europe, Middle East and Asia.
 - Managed global projects with a budget of US\$2M+ and led communication among cross-functional teams.
 - Designed and maintained brand identity assets including website, visual campaign materials, portfolio brochure and event invitations etc.
-  2009 - 2011 Media Planning Supervisor
ZenithOptimedia, the ROI Agency • Taipei, Taiwan
 - Managed major brands, including Dior, Fendi, and LVMH Watches. Allocated a US\$900K annual media budget.
 - Delivered competitive analysis and media research, resulting in a 20% increase in media investment.
 - Coordinated digital campaign materials to ensure brand consistency.



EDUCATION & TRAINING

-  2008 Master of Art in Media and Communications
University of London, Goldsmiths • London, UK
-  2007 Bachelor of Science in Sociology
National Cheng-Chi University • Taipei, Taiwan
-  2016 Certificate in Web and Interactive Media Design
University of California, Santa Cruz Extension • Santa Clara, CA
-  2014 Certificate in User Experience Design
General Assembly • San Francisco, CA