





## INFO


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Sunnyvale, CA 94089


 **Phone**  
(650) 739-6566


 **Email**  
peiniwo@gmail.com

 **Website**  
www.peiniwo.com

## COMPETENCIES

 **HTML | CSS**  
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**  
*Robertchangwedding.com • 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.
  - Improved operations processes, mitigating unnecessary losses.
-  2012 - 2013 **Media Strategy and Marketing Manager**  
*CINDY CHAO The Art Jewel • Taipei, Taiwan*
  - Developed 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.
-  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.



## 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*