

Entry-level web designer seeking for a position in UI/UX design

## Summary

Skills	Tools	Languages	Travel
HTML5	Wordpress	English (Fluent)	China
CSS3	Drupal	Chinese (Native)	South Korea
JavaScript	Dreamweaver	French (Limited)	Thailand
PHP	Adobe Creative Suite		France
Concept Creation	GitHub		Germany
Information Architecture	Bootstrap		Switzerland
UI/UX Design	FluidUI		Brazil
Visual Design	InVision		Mexico
Prototyping	Sketch 3		USA
Website Management	Balsamiq		
SEO	Justinmind		
Consumer Insight Data Analysis	SPSS		
Rapid Learner	NodeXL		
	Netsuite		

## Professional Experience

### Better Chinese, LLC | Palo Alto, USA

12/2013-02/2015

#### Project Development Coordinator

- Planned, designed and managed the submission of 6 programs for textbook state adoption. Built connection with more than 200 state coordinators or local school districts; prepared adoption materials and standards alignments on schedule.
- Initiated and managed the development of online teacher training project; created the website user-flow; collaborated with marketing and technology teams on the front-end and back-end building; provided technical assistance to address customers' concerns.
- Edited videos and content; assisted in quality assurance for online and printed materials.
- Designed conference presentations using PowerPoint and Prezi.
- Customer data analysis using NetSuite database.

### [Wherever] Magazine | New York City, USA

09/2013-12/2013

#### Marketing and Communications Intern

- Identified and contacted 20+ advertisement buyers and potential business partners.
- Researched magazine awards information and coordinated with contributing writers. Collaborated with the marketing team to implement events.
- Developed and executed daily social media strategy for Facebook and Tumblr.

### Washington, D.C. Mayor's Office, Asian and Pacific Islander Affairs

01/2013-05/2013

#### Communications and Event Coordination Associate

- Conducted Asian communities outreach and collaborated with the planning for the Lunar New Year reception and Asian American and Pacific Islander Heritage Month. Reached out to guests, reviewed speech content, designed the events flow and secured the venue to ensure maximum success.

- Cooperated with the manager for the Mind Your Business project. Reached out to school for cooperation with the project and assisted governmental workshops for small business owners.
- Organized events to help local communities understand the government's new regulation.

## **Fromzine Magazine | Washington, D.C., USA**

08/2012-12/2012

Assistant Editor

- Edited online and paper issues; wrote monthly nationwide events, books and movie summaries.
- Applied content strategies and writing blog on social media platform.

## **Embassy of Costa Rica | Washington, D.C., USA**

05/2012-07/2012

Communications and Event Coordination Intern

- Coordinated ambassador's event to support young talented Central American musicians. Conducted outreach to media and catering. Served as the main contact person for the counselor's concert event to rebuild the fame of Costa Rican music.
- Designed event brochures, invitation letter, flyer and booklet; created the Costa Rica Association's logo.

## **EarthRights International | Washington, D.C., USA**

01/2012-05/2012

Research & Graphic Design Intern

- Researched on human rights and environmental protection issues in Myanmar.
- Designed brochures, flyers and info graphics. Adapted design concepts to fit the needs and ideas of the Myanmar movement and the Congress law petition.

## **Education**

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### **Web and Interactive Media Design**

01/2015-present

University of California, Santa Cruz Extension | California, USA

### **M.A., Communication, Culture and Technology**

08/2011-05/2013

Georgetown University | Washington, D.C., USA

### **B.A., Public Relations & English**

09/2007-07/2011

Donghua University | Shanghai, China

## **Certificates**

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### **Asian Studies**

08/2011-05/2013

Georgetown University | Washington, D.C., USA

### **WTO, International Trade and Development**

06/2012-07/2012

The Graduate Institute of International and Development Studies | Geneva, Switzerland