

PROFILE

- Defining the weaknesses of the existing brand image and visual problems of the products.
- Developing design strategies and visual solutions throughout all kinds of creative applications.
- Providing highly skilled design techniques, such as visual compositions, typography, original illustrations, production, photography, photo retouching, and simple motion graphics, etc.

EXPERIENCE

THE WALT DISNEY COMPANY, *Graphic Designer in Creative Marketing Team, Mar 2019-July 2019*

- **2019 CMA Music Festival Radio Disney Country Stage:** Worked closely with the marketing team to concept and craft the image of the new brand. The early concepts weren't limited to 3D and illustrations. Successfully execute and deliver creative projects, such as prints, photo wall, and social media campaign design, etc.
- **Radio Disney ARDYs Music Celebration:** Applied brand visual elements to create the step&repeat, photo wall, credentials, and T-shirts, etc. Communicated with the production team for the deliverables. The Music Celebration successfully gained numerous attention from the younger generations this year.
- **Disney Channel:** Worked closely with the creative team members to concept and design web campaign, album cover, logo, etc. for the Disney licensed properties.

ZELLA INTERNATIONAL INC., *Tile Pattern Designer, Oct 2018-Apr 2019*

- Researched and analyzed the tile market. Defined the new product concept and the design direction which incorporated traditional Tie Die patterns.
- Experimented on Tie Die until gathered enough design materials and elements. Optimized the images and applied new compositions digitally.

FREELANCES *Freelance Designer, Aug 2018-Present*

- **2019 Beijing World Expo Guangxi Province Day:** Analyzed the brand and defined aesthetics direction. Designed and delivered brand creative across tangible spaces at the event, such as photo wall and umbrella.
- **Guanlan Cultural Town VI design:** Analyzed the culture of the town, came out with the branding identity systems, applied typography, photography, color, and any other visual elements from the systems to meet the brand needs.
- **Worl&PTTOW!:** Followed the design style guide to accomplished visual assignments.

NIMA PORTABLE BLUETOOTH SPEAKERS, *Graphic Designer, Aug 2017-Nov 2017*

- Website banners, small promotional videos, photography of products, events, and design materials.
- Designed and managed social media marketing on Instagram and Facebook.
- Company trade show booth for retail stores.

PHOTOGRAPHY *Freelance photographer, photo editor, Aug 2015-Sept 2018*

- Decided photo themes and paths of storytelling. Directed the set decoration and model outfits. Has experience both shooting in studio and outdoor.
- Selected, edited, and retouched photos for photographers.

HANG ZHOU JIN SEN INDUSTRY DESIGN CORP., CHINA, *Design Intern, Aug 2015-Aug 2016*

- Worked closely with Art Director Cao Jin (Currently Samsung Innovation Design Lead). Gathered and analyzed user requirements, designed user experience and interfaces of both websites and apps.
- Participated in campaign's creativity and designed the visual illustrations for the products.

SKILLS

Traditional

Photography
Illustration
Book Making

Digital

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects

Language

English
Mandarin

EDUCATION

OTIS COLLEGE OF ART AND DESIGN / *Master of Fine Arts, Graphic Design, 2017-2018 / LOS ANGELES, CA, USA*

- Teaching Assistant for Visiting Artist - Grillitype type foundry
- Teaching Assistant for Interaction Design II.

NORTHEAST FORESTRY UNIVERSITY / *Bachelor Degree, Landscape Architecture, 2012-2016 / HARBIN, CHINA*

- *Excellent Student Official, 2014-2015*
- *Uivercity Scholarship (Second Class), 2012-2013*
- *Scholarship for students with second highest Grade Point Average in the Major*