

Education

Simon Fraser University
Bachelor of Business Admin
Sept 2019 - Present

Joint major, School of Interactive Arts and Technology and
Beedie School of Business – 4.1 / 4.3 GPA.
Area of specialisation - Service Design.

Professional Experience

Reap Technologies
Design Internship
Mar 2023 - Present

Full stack designer. Worked alongside the design director in leading Reap's new brand identity – my responsibilities included visual and product identity, content strategy, and web design. Additional projects include product design, UI/UX, and design systems.

TEDxSFU
Executive Director
Jan 2023 - Present

Orchestrated a team of 63 in executing Canada's largest TEDx conference led by students. Spearheaded community building, vision, strategy, and partnerships in scaling our operations – 900+ attendees, CAD 45,000 in production value, and 10+ industry partners engaged.

Partnerships and
Finance Director
Mar 2022 - Jan 2023

Successfully cultivated and maintained strategic partnerships with new and existing partners, exceeding initial funding goals by 24% - securing CAD 31,000 in sponsorship funds from bureaucratic organizations such as Scotiabank, and various SFU institutions. Managed a budget of CAD 38,650 by carefully analyzing conference-related costs and revenue, ensuring optimal financial management. Led a team of six through effective delegation and weekly meetings to achieve financial and sponsorship goals.

Live Nation Entertainment
Marketing and
Productions Coordinator
Jul 2018 - Sep 2019

Supported various Live Nation Asia business units - primarily spearheading their emerging artist platform, ADAPT. Accomplishments include 30% Facebook follower growth through strategic KOL marketing, successful online/offline marketing campaigns resulting in sold-out shows, and curation of live performers for corporate partners. Supported operations division with pre/post-show production efforts - ensuring the experience of several high-profile artists.

Ticketmaster Asia
Business Development
Internship
Jul 2018 - Sep 2019

Evaluated and analysed the Taiwan ticketing landscape, focusing on competitive analysis - operations and platform functionality. Prepared and polished the M&A business plan for SVP of TM Asia, which got passed onto the CEO for evaluation – this led to the successful acquisition of Tixcraft in Taiwan in 2020.

Academic Case Studies

Dr. Jart
Project Manager,
Design Strategy
Oct 2022 - Nov 2022

Led a team of three designers in devising and executing a design intervention akin to Dr. Jart's existing design systems and content partnerships to empower skincare novice in learning and navigating Dr. Jart's product offerings.

The Holland Festival
Project Manager,
Art Director
Nov 2022 - Dec 2022

Pioneered and designed a new online touchpoint for our client's performing arts events. Led design exploration, interaction and visual design, copywriting, and overall UX strategy. Employed weekly critiques to meet design objectives.