



## CONTACT

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## SKILLS

### Proficient:

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Flash  
Sketch, InVision  
Rhinoceros, Keyshot  
Keynote, MS Office  
Design Research  
Typography, Branding  
Illustration, Visual Design  
UI/UX Design

### Working Knowledge:

HTML, CSS  
Adobe Muse  
Adobe Experience  
Adobe After Effects  
Cinema4D, iMovie  
Letterpress, Silkscreen  
3D Printing, Laser Cutting

### Language:

Native Chinese  
Fluent English

## INTERESTS

Bookmaking, Sewing  
Legos, Children's Books  
Petting Animals  
Animated Films, Museums

## EDUCATION

**Master of Fine Arts in Graphic Design | University of Florida**  
Aug 2013–Aug 2016 | Gainesville, FL

**Bachelor of Engineering in Industrial Design | Institute of Information Technology of Guilin University of Electronic Technology**  
Sep 2008–Jun 2012 | Guilin, China

## EXPERIENCE

### Graphic Design Intern | The Walt Disney Company

Jan 2017–Present | Orlando, FL

- Providing potential design solutions for all Disney businesses' learning and development needs
- Creating branding, presentations, online learning UIs, email communications, and print collaterals
- Ensuring that the Disney brand standards are reflected consistently in all materials

### UI/Visual Designer | Talace, Inc

Sep 2016–Jan 2017 | Remote

- Collaborating with software engineer and product manager to define and implement innovative solutions for product direction, visuals, and user experience
- Creating storyboards, user flows, wireframes to effectively communicate design ideas
- Conducting user research and evaluating user feedbacks

### Instructor of Typography 1: Letterform | University of Florida

Aug 2015–May 2016 | Gainesville, FL

- Taught a sophomore-level course on typography design basics
- Developed syllabus, lectures, workshops, 4 class projects, and in-class activities
- Led in-class discussions and one-on-one critiques

### Graphic Designer | University of Florida RecSports

June 2015–Aug 2015 | Gainesville, FL

- Designed a group fitness campaign brochure to advertising the Fall 2015 Group Fitness courses and schedule, reached nearly 50,000 students and faculty
- Designed and illustrated graphics for Swamp Bowl T-shirt

### Graphic Designer | Chinese Student Association at UF

April 2014–Aug 2015 | Gainesville, FL

- Designed a visual identity system for CSA
- Developed promotional and presentation materials for New Chinese Student Orientation for 500 students, and Chinese New Year Gala with 1000 audience
- Participated in two consecutive years CSA president promotional campaign

### Graduate Assistant | University of Florida

Aug 2013–Aug 2015 | Gainesville, FL

- Designed and coordinated publicity print materials for School of Art + Art History
- Maintained the school's social media outlets and designed an e-newsletter template
- Created a signage system as well as a directory map for School of Art + Art History

## HONORS / EXHIBITIONS

**Graduate School Fellowship** | 2013–2016, University of Florida

**MFA Thesis Exhibition** | April 2016, University Gallery, Gainesville, FL

**2016 Silver ADDY Award** | Feb 2016, Gainesville, FL

**Ligature 24 Design Exhibition** | Jan 2015, Focus Gallery, Gainesville, FL

**Dennis and Colette Campay Studio Art Scholarship** | Dec 2014, University of Florida

**Outstanding Academic Achievement** | Mar 2014, University of Florida

**Winner of Judges' Pick, JumpstART with IDEO Workshop** | Feb 2014, Gainesville, FL

**Awards for Outstanding Youth** | 2008-2009, Guilin, China