



CONTACT

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SKILLS

Proficient:

Photoshop, Illustrator
InDesign, Flash
Sketch, InVision
Proto.io
Rhino, 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

Communication Designer | Castlight Health

May 2018–Present | San Francisco, CA

- Creating branding, presentations, web UIs, prototype demos, newsletters, and data visualizations for digital and print media
- Participating in concept development, design ideation, and detailed specification of visual designs
- Collaborating with marketing, sales, and product teams and senior executives to plan concepts and strategies to reach a particular audience and refine visual designs

Graphic Design Intern | The Walt Disney Company

Jan 2017–Jan 2018 | 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 | Gainesville, FL

- Collaborating with product managers and developers to define and implement innovative design 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

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