



CONTACT

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SKILLS

Proficient (5+ years):

Typography, Branding
Illustration
Visual Design
Presentation Design
Motion Graphics
Design Research
Photoshop, Illustrator
InDesign, Flash
Sketch, InVision
Rhino, Keyshot
Keynote, MS Office

Working Knowledge (2–3 years):

UI/UX Design, e-learning
HTML, CSS
Proto.io
Adobe Muse
Adobe Experience
Adobe Premiere
Adobe After Effects
Cinema4D, iMovie
Letterpress, Silkscreen
3D Printing, Laser Cutting

Language:

Native Chinese
Fluent English

PASSIONS

Ballet, Museums
Legos, Animated Films
Petting Cats, Googly Eyes
Disney, ASMR, Food Coma

EXPERIENCE

Brand Designer | Okcoin

Jan 2021–Present | San Francisco, CA

- Execute campaigns, develop visual systems to support the brand across channels and platforms
- Create high-quality designs for social media, email, web, and within the product
- Work parallel to product design and cross-functional teams to uplevel brand consistency
- Provide creative guidance in collaboration with external agencies to create strong, highly branded creatives for partnership campaigns that perform by increasing brand recognition and engagement

Communication Designer | Castlight Health

May 2018–July 2020 | San Francisco, CA

- Created event branding, presentations, web UIs, prototype demos, newsletters, animated videos, and data visualizations for digital and print media
- Participated in concept development, design ideation, and detailed specification of visual designs
- Collaborated 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

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

UI/Visual Designer | Talace, Inc (Startup)

Sep 2016–Jan 2017 | Gainesville, FL

- Collaborated with product managers and developers to define and implement innovative design solutions for product direction, visuals, and user experience
- Created storyboards, user flows, wireframes to effectively communicate design ideas
- Conducted user research and evaluated user feedback

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

EDUCATION

Master of Science in Learning Technologies and Media Systems | Harrisburg University of Science and Technology

Aug 2017–Dec 2019 | Harrisburg, PA

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

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