



UXUI / VISUAL / GRAPHIC DESIGNER

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SKILLS

UX/UI
Visual Design
Digital Design
Graphic Design
Mobile Design
Packaging Design
Print Design
Web Design
Branding + Identity
Typography
Illustration
Adobe Illustration
Adobe Indesign
Adobe Photoshop
Adobe After Effects
Adobe Flash
Adobe Dreamweaver
Sketch App
Axure
Flinto
Invision
HTML/CSS
PHP
MySQL
JavaScript
Jquery
Wordpress
MS Office
Mac/PC

EXPERIENCE

Bold North America LLC UX Designer | San Francisco 2017—Present

- Define interaction models, user task flows, wireframes, and UI specifications
- Incorporate user research findings into designs, and assist in the collection of research data
- Manage the design process throughout the entire project, drive decisions, track issues, and work with development to produce outstanding work
- Mapping user journeys and designing interactions and interfaces
- Translate concepts, ideas, and visions into compelling and functional designs, and have the ability to communicate the impetus behind your decisions
- Participate as a contributor to an interdisciplinary team that includes other designers, project management, business and brand strategists, and developers

Kendo Brands Graphic Designer | San Francisco 2017—Present

- Design retail related graphic design products for education and training materials
- Conceptualize concept and turn into a story telling experience for different purpose
- Update and define current design standards
- Support different departments and creative director by providing creative solutions and design layouts that meets business objectives
- Leverage design products including in-store, advertising collateral, and digital assets
- Supports CD and team in reviewing final production stages; mechanicals for routing and release to vendor/publication

Live Colony Dynamic UXUI / Visual Designer | San Francisco 2015—Present

- Brainstorm and conceptualize the e-commerce user-centered task flow and scenarios
- Designed structured wireframes and prototypes
- Create aesthetic visual design that leverage overall user experiences
- Create and define design standard guidelines
- Collaborate with team members for promotional products and marketing campaigns

KSDG Art Director of Visual Design | San Francisco 2012—Present

- Collaborate on all projects with Architect and Project Manager
- Create aesthetic design elements and ensure cohesiveness across projects while delivering a clear message
- Develop and design visual products to communicate between clients
- Create and define design standard guidelines
- Monitor company website and UI/UX for all graphic products

FREELANCE

Staged Right LLC Graphic Designer | San Francisco 2014—2015

- Design new identity and branding & develop visual and web products

Okubo Real Estate Graphic Designer | San Francisco 2014—2015

- Design new identity and branding & develop visual and web products

MongKok MRI Centre Limited Logo Designer | Hong Kong 2010

- Design new company identity and branding

EDUCATION

Academy of Art University, 2014—2016
MFA, School of New Media & Web Design

Academy of Art University, 2010—2013
BFA, School of Graphic Design

Shanghai Jiao Tong University, Shanghai, China, 2005—2009
BA, School of Business Administration

RECOGNITION

- Academy of Art University Spring Show 2017 / Thesis
- Academy of Art University Spring Show 2016 / App Design
- Academy of Art University Spring Show 2014 / Web Design
- Academy of Art University Winter Show 2013 / Graphic Design Portfolio
- Academy of Art University Spring Show 2012 / Package Design

REFERENCES

Available Upon Request