
overview

An accomplished designer with decade-long experience in creating powerful branding and visual experiences. Offers a clean and sophisticated aesthetic, as well as a highly focused approach to using design to express a brand's core values.

profile

- Deep knowledge in advertising, marketing & brand strategy
- Proven track record of brand development
- Highly capable in managing and leading time-sensitive project
- In-depth knowledge and keen eye in art and design
- Experience in creating and managing email & social media marketing campaign
- Excellent technical skill in production
- First-hand experience in startup and franchisee businesses marketing

education

BA, Art (Graphic Design);
 Cal Poly, Pomona; 2005

skills

- **Print:** Photoshop, Illustrator, InDesign
- **Web/Interactive Media:** Dreamweaver, HTML5, CSS, web prototyping
- **Email Platform:** Campaign Monitor, Salesbuilder, Fishbowl
- Freehand sketching and illustration

experience
Oct, 2015 – Present
Senior Designer, Idea Hall

One-of-a-kind “hybrid” marketing and PR agency, offers fully integrated marketing solution to wide range of businesses.

Responsibilities include:

- Create visual aesthetic & develop visual language that aligns with brand strategy
- Lead conception, design, and execute various creative projects – print, digital & email marketing
- Mentor junior designers

Notable clients:

- The Irvine Company
- Swinerton Builders
- CU Direct

Nov, 2005 – Aug, 2015
Designer, Post-Agency Advertising, LLC.

A boutique advertising agency focuses to help young “challenger” brands to go against the “Goliath” in their industry.

Responsibilities include:

- Create, design, and execute art & creative direction
- Brand building & marketing strategy
- Manage production department
- Prepress preparation & press check
- Web coding

Notable clients:

- Yogurtland
- zPizza
- Green Mountain Coffee – Keurig K-cup
- Kia Motors
- Ruby's Diner

languages

English, Chinese, ASL