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E d u c a t i o n

BFA COMMUNICATION DESIGN
Parsons School of Design. Class of 2004.

FOUNDATION YEARS
University of Washington. 1999 - 2001.

E x p e r i e n c e

JRV INTERNATIONAL

Designer. *In charge of branding projects over retail and high-end hospitality accounts in Shanghai (Réel Department Store and Puli Hotel & Spa) and Taiwan (Shin Kong Mitsukoshi). Job details include concept development, design execution, and production specifications for business-to-business items like stationary set and press kit, business-to-consumer items like packaging products and promotional items, as well as setting up design guidelines for clients to follow when bringing closure to each account. July 2009 - Present.*

XUE XUE INSTITUTE

Art Director. *Managed the design team & supervised all visual communications, artwork & product displays, point of purchase and promotional materials; Took briefs from clients and the various internal departments (academic affairs, public relations, events, catering, canteen, gallery), Trafficking; Coordinated with the web and marketing teams to maintain the visual integrity of designed campaigns. August 2006 - May 2009.*

Guest Lecturer, 2008 Boibuchet / Vitra Summer Workshop at Xue Xue.
Gave a lecture on portfolio-making to middle to high school students who were interested in applying to design schools. August 2008.

SAATCHI & SAATCHI NEW YORK

Designer. *Worked with art directors and copy writers to visualize & realize ads from concept to execution. Accounts included Olay, Scope, and Tide. February - May 2006.*

AMERICAN EAGLE OUTFITTERS

Junior Designer. *Worked with the concept & apparel teams, and applied seasonal campaign concept into promotional materials, packagings, in-store graphics & clothing labels. June 2005 - January 2006.*

EARLIER EMPLOYERS

Revlon (2005), Laird+Partners (2004), Base Design and Art Director's Club (Internships, 2003)

S k i l l s Adobe Illustrator, InDesign, Photoshop; QuarkXpress; Dreamweaver; Book-making.

L a n g u a g e s English and Chinese.