

Education

California Polytechnic State University
San Luis Obispo, California
BFA Art and Design: Graphic Design concentration
Cum Laude
June 2018

Awards

2020 – 2022 4A Creative Awards
Best Commercial Film Series, Gold
Best Digital Visual Design, Silver
Best Creative Website, Bronze
Best Digital Interactive Creativity, Honorable Mention

2018 California College Media Awards
Best Color Advertisement, First Place
Best Online Campaign, First Place

Select Clients

UNIQLO / Watsons Pharmacy / LINE / PX Mart
YAMAHA / AmWay / Schrodgers Taiwan / Coca-Cola

Skills

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe AfterEffects
Adobe PremierePro
Figma
Cinema 4D
Microsoft Word
Microsoft Powerpoint

Certifications

TOEIC 985
TOEFL 106
GEPT - Advanced Level
Google Analytics Certified
Google Ads Certified

Updated - 2023

Experience

Associate Art Director, Ogilvy Taipei
Taipei, Taiwan / Oct 2021 – Present
Develop ideas for conceptual, consumer-first experiences; craft concepts for advertising on all platforms; develop marketing strategies; devise and oversee art direction on commercial shoots; plan social media and digital engagement campaigns.

Associate Art Director, Dentsu McGarryBowen Taiwan
Taipei, Taiwan / Aug 2019 – Sep 2021
Develop ideas for conceptual, consumer-first experiences; craft concepts for advertising on all platforms; develop marketing strategies; devise and oversee art direction on commercial shoots; plan social media and digital engagement campaigns.

Graphic Designer, 2TIGERS design studio
Taichung, Taiwan / Dec 2018 – Jun 2019
Developed brand identity from pitch to print; designed for packaging, print, and commercial spaces; art-directed and photographed shoots; translated business documents.

Graphic Designer, ICRT Radio
New Taipei City, Taiwan / Dec 2018 – Mar 2019
Created various graphic assets for print and web; designed promotional materials; edited weekly news videos.

Art Director / Graphic Designer, Mustang Media Group
San Luis Obispo, California / Jun 2016 – Jun 2018
Led design team of 5; collaborated with ad representatives; created deliverables for clients and Mustang Media Group; created layouts; designed ads from brief to fulfillment; designed and art-directed campaigns.

Graphic Designer / Disc Jockey, KCPR Radio Station
San Luis Obispo, California / Apr 2016 – Jun 2018
Designed posters and event ephemera for both web and print; created illustrations for kcpr.org; hosted weekly radio show broadcasted nationwide.