

&EDUCATION

Tyler School of Art and Architecture, Temple University, Philadelphia, PA

Bachelor of Fine Arts, Graphic and Interactive Design | May 2020

Montgomery County Community College, Blue Bell, PA

Associate of Fine Arts, Graphic Design | December 2017

&EXPERIENCE

Graphic Designer

CertiK, New York, NY | September 2020–Present

Worked closely with the senior product designer and project manager to conduct research, create wireframes, and present work to stakeholders for the new company website. Also developed numerous marketing campaigns (infographics, banners, and user manuals) which resulted in a 40% increase in social media engagement.

Associate Product Designer

China USA International, Philadelphia, PA | January 2018–Present

Collaborated with other graphic designers to redesign and rebrand a well-executed visual identity in addition to performing major responsibilities for the UI/UX design of the main site. Minimized customer booking process and demonstrated a 30% decrease in booking time.

Creatives Intern

Atlantic Theater Company, New York, NY | June 2019–August 2019

Discussed goals with our designers (In-house & Pentagram partner) and reworked previous designs that were incompatible with our new branding. Used company branding guidelines to create web graphics and GIFs for productions, programs, in-house materials.

Graphic Design Intern

Temple University, Philadelphia, PA | September 2018–June 2020

Worked collaboratively with the marketing team to brainstorm and craft multi-platform (web and print) graphics for international students, staff, and partners that achieved an increase of 20% in click-through rate.

&RECOGNITION

Temple University Latin Honors

Magna Cum Laude/Dean's List | May 2020

The Graphic & Interactive Design Award

Top Senior Thesis Project | May 2020

The 3rd Shenzhen International Poster Festival

Finalist | March 2018

&SKILLS

Design

Low to High Fidelity Design & Prototyping | Persona
Storyboarding | Wireframing | User Research
Usability Testing | Bilingual (English & Chinese)

Technical

Adobe: After Effects | Dreamweaver | Illustrator
InDesign | Lightroom | Photoshop | Xd | Figma
Sketch | Invision | Framer | Microsoft Suite
HTML & CSS | P5.js | Wordpress