

EDUCATION

Savannah College of Art and Design (SCAD)
 Atlanta, Georgia
 Master of Fine Arts
 Graphic Design and Visual Experience
 Anticipated 2023

Zhejiang University of Media and Communications (ZUMC)
 Hangzhou, China
 Bachelor of Fine Arts
 Visual Communication/Graphic Design Major
 2018

WORK EXPERIENCE

Brand Culture Company, LLC
 Atlanta, GA
 Strategic Brand Consulting, Digital Marketing, and Project Administration
 2022
Advised with clients to define brand strategies, build strong cultures, execute integrated marketing programs and enable sales teams. Utilized design skills to deliver measurable, meaningful and sustainable business performance, including web, digital & multimedia design, rewards & recognition programs, and go-to-market strategy & advertising.

Reframe App
 Atlanta, GA
 Marketing and Content Design
 2022
Positioned Reframe app in the marketing mix, designed app contents and interfaces, and delivered social advertisements to launch and promote app across the States and overseas. Coordinated with engineer and copywriter on UI/UX design and product design. Created posts in various dimensions for different platforms, such as print and digital, and social media.

Georgia Institute of Technology
 Atlanta, GA
 Graphic Design Assistant
 2021-2022
Dedicated graphic design skills and experience to GT's permanent partnership with PIN Brand. Worked on presentation deck design, brand guidelines, collateral deliverables, social media posts and campaigns, and digital web developments.

Wayfair, LLC
 Boston, MA
 Retail and Experiential Design
 2021
Supported marketing initiatives by producing creative assets for email, landing experience and store brand collaboration. Performed reviews, analyses, and cataloged lifestyle photography and logos. Generated promotional campaigns, social posts, IG Story, and banner and email series design.

SCAN Magazine
 Atlanta, Georgia
 Multimedia Editor
 2021
Sought and connected contributors, ran the magazine's website, and published artworks. Also, collaborated with art director for the following year's issue's cover, layout, and content design.

TECHNICAL SKILLS

Adobe Illustrator
 Adobe Photoshop
 Adobe InDesign
 Adobe Lightroom
 Adobe Dimension
 Adobe Premiere Pro
 Adobe After Effects
 Adobe XD
 Adobe Dreamweaver
 Microsoft Office Suite
 Sketch
 Figma
 Rhino

VOLUNTEERING

UVN Online Volunteer – Graphic Design Publication on Smart Cities, 2021

UVN Online Volunteer – Graphic Design, Digital arts and Illustrations to assist iDiaspora ADEPT Publication, 2021

UVN Online Volunteer – UI/UX Design for ERP School Management, 2021

LANGUAGES

English
 Chinese

AWARDS

International Design Award
 2021 - Gold
 International Design Award
 2021 - Honorable Mention

Savannah College of Art and Design (SCAD)
 SCAD ESL Outstanding
 Performing student 2020

Zhejiang University of Media and Communications (ZUMC)
 ZUMC Excellent Final
 Graduation Design 2018
 Excellence Award in the 2nd Zhejiang College Students Marine Culture Design Contest 2018
 Finalist in National University Students 5th Marine Culture Design Contest 2017

SCHOLARSHIPS

Zhejiang University Of Media and Communications (ZUMC)
 Academic Third Prize
 Scholarship 2018
 Academic Third Prize
 Scholarship 2017
 Academic Progress Award
 Scholarship 2017