

PROFILE

Experienced graphic design professional with considerable skills in promotional material design, catalog design, direct marketing, magazine advertising, logo design, photography, packaging design, and more.

EDUCATION

Lindenwood University | Multimedia Graphic Arts
College of Southern Nevada | ESL
Fuhsing Art School-Taipei | Graphic Design

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Lightroom
Mac OS
Microsoft Office
Bilingual (Mandarin & English)

Creativity
Team Work
Social Media
Graphic Design
Catalog Design
Packaging Design
Product Design
Photography

GOAL

To utilize my skills in an environment that promotes creative challenges to help me grow as a designer

EXPERIENCE

PRO-MART

Package Graphic Designer | January 2021 - Present

- Produced original designs for product packaging and implemented it for retail use
- Improved layout design for upcoming catalogs by reorganizing the categories
- Coordinated with team members to meet strict deadlines for press
- Implemented color correction and photo retouching against raw images

PETIQUE

Senior Graphic Designer | June 2017 - January 2021

- Created website, logo, catalog, and photography strategy to improve brand identity
- Coordinated with factories overseas to manage logistics and meet strict deadlines
- Create social media digital banners for Facebook/ Instagram and campaign posters
- Worked closely with product managers to develop user friendly manuals for new products
- Managed graphic art design process from development through implementation for over thirty unique packages
- Attended Global Pet Expo/ SuperZoo to research the latest trends/products

VOLCUS (SOUNDBOT)

Lead Graphic Designer | May 2014 - June 2017

- Created campaign posters and social media assets
- Managed customer feedback on the website and social media
- Worked with Amazon to place items for sale and resolve listing issues
- Directed photoshoots, photo retouching, and maximizing photo likeness
- Communicated with factories and vendors overseas to ensure proper package design
- Designed projects from concept to execution for Soundbot headsets and speakers
- Managed Amazon Market Place, initiated listings, uploaded images, and combined color variation

UNI GRACE CORPORATION

Senior Graphic Designer | March 2012 - May 2014

- Led 8 person team to orchestrate photoshoots, retouching, color correction, and layout design
- Organized company trade show and Designed show booth
- Designed full-page content for magazines in France, Great Britain, and United States
- Managed poster production for lingerie shows and catalogs in Europe and the U.S.
- Created and promoted company e-commerce site through social media
- Maximized Uni Grace's market exposure by networking during the expo
- Coordinated and executed photoshoots, including makeup, model poses, and scenery
- Managed temporary staff to assist with large annual and semi-annual catalog releases

F-STOP

Graphic Advertising Designer | September 2011 - May 2012

- Created, planned, and managed social media advertising
- Coordinated and oversaw all published efforts for annual catalogs
- Managed and performed major web redevelopment and evolving company needs
- Promoted brand name and logo through digital design, website development, and collateral