

Experience

**Creative Director** *Nov 2018 – Present (Part-time)*  
Easy Transfer

- **Oversee and design visual impacts** for owned and partnered brands;
- Assist with **campaign planning, executing and reporting**;
- Designed **WeChat Mini-Program** for Evoke credit card holders;
- Designed and launched Easy Transfer Global **website**;
- Reached over **100 million impressions** by campaign deliverables.

**Lead Graphic Designer** *Jul 2018 – Present (Part-time)*  
Recreation, Simon Fraser University

- **Design** different kinds of **print and web promotional materials**;
- Involve with **campaign planning, implementation and review**;
- Work with various staff within Athletics and Recreation Department;
- Support and promote a better lifestyle at Simon Fraser University.

**Game Accessory Designer** *Aug 2017 – Jul 2018 (Contract)*  
Tencent Games

- Freelanced on accessory design for two of Tencent games - X5 and Blade & Soul;
- Translated **visual design** skills into **packaging and mock-ups**;
- Designed several phone cases and portable chargers **for commercial use**.

**Marketing Assistant** *Dec 2016 – Mar 2017 (Full-time Internship)*  
Weber Shandwick, China

- Was recognized as one of the **most outstanding interns** in-house;
- Work on Weber Shandwick China Marketing team, over **media and communication** matter;
- Operated Weber Shandwick owned **social media** platform in China and its official **website**.

Education

**Centre for Digital Media (CDM)**  
Master of Digital Media  
*\* Accredited by UBC, SFU, Emily Carr and BCIT.*

**Southwest University**  
Bachelor of Commerce in Finance

Projects

*\* Part of CDM's curriculum*

**Design Lead & UI Designer**  
Marketing Technology Dashboard  
*Visualize in-game Ads to CMOs*

**GUI & Graphic Designer**  
VR Gaming Project  
*Transform traditional card game into VR*

**UI&UX Designer**  
Cooking-fun App  
*A cooking learning app for would-be cooks*

**GUI&UX Designer**  
Game Design - QBO(v1.0)  
*2.5D puzzle mobile game*

- I primarily work on **visuals, interface and experience design**.
- My role needs me to **support and collaborate** with people from different backgrounds.
- My work requires me to **iterate** on ideas, and being **agile**.

Skillset

Business Design    Graphic & Visual Design    UI&UX Design    Creative Direction  
Product Design    Interaction Design    Web Design    Wireframing & Prototyping

**“Adding business values to digital product design.”**