



Motion Graphics | Graphic Design | UI/UX Design
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WORK EXPERIENCES

Eddii Inc.

Visual Designer

Oct 2018 - Present

New York, NY

- Lead in UI/UX design, game design, character animation and web design
- Responsible for content creation, social media strategies and management, including Instagram, Facebook and email campaigns, effectively increasing followers by 7k and driving brand awareness
- Incorporate and explore user feedbacks, resolve questions and concerns, increase user engagement

United Nations International Computing Centre (UNICC)

Graphics & Animation Intern

Oct 2020 - Present

New York, NY

- Create animated demos with 100k+ views and 100% positive client feedback
- Lead in the design, layout of communication materials and hold graphic design workshops
- Produce 8 interviews for Women Talking Tech, 10+ videos on anniversary, recruiting and services overview
- Mentor and coordinate 3 interns on 2 challenging projects and team meetings facilitation

CareCube Clinic

Motion Graphic Artist

Jun 2019 - Nov 2020

Brooklyn, NY

- Conceptualize, design and develop new sites for [CareCube](#) and its subsidiary [Eazydoc](#), with a 27% increase in website traffic and substantial revenue growth
- Create marketing content lead to 22% website traffic increase and full booking every day during pandemic
- Most motion graphics and videos made for social media have 70k views on average

China General Chamber of Commerce - USA

Freelance Motion Graphic Designer and Web Designer

Aug 2019 - Oct 2019

New York, NY

- Design and develop the website for 2020 Annual Gala with Webflow in a short turnaround time
- Create animated infographic and data visualization for 2019 Annual Business Survey Report

UN Sustainable Development Solutions Network - Youth

Freelance Visual Designer

Nov 2018 - Feb 2019

New York, NY

- Responsible for branding, website design and short demo for the project 'Generation Now'
- Create animated demo video for SDG Student Program

EDUCATION

School of Visual Arts, GPA: 3.96/4.0

MFA Computer Arts

Sep 2016 - May 2018

New York, NY

City University of Hong Kong, GPA: 3.68/4.0

BA Creative Media (Major) | Culture & Heritage Management (Minor)

Aug 2012 - May 2016

Hong Kong, CN

SKILLS

Visual Animation, Illustration, Video editing, Sketching, Visual design, Branding, Typography, Calligraphy
Interaction User research, Wireframing, Prototyping, User testing **Coding** HTML & CSS, Javascript, Python
Software Adobe Suite, Sketch, Principle, Wordpress, Webflow, Final Cut Pro, Maya, Cinema4D,