

## EXPERIENCE

Yahoo! Design, CA, September, 2011 – present

Senior Experience Designer

- Working with product shareholders to create innovative search products.

Razorfish, San Francisco, CA, May, 2010 – August, 2011

Senior Art Director

- Work directly with creative team on all the phases of creative works.  
Clients include Intel, Sony, Nike, and BestBuy.

Freelance Designer, San Francisco, CA, November, 2008 – May, 2010

Art Director / Senior Designer

- Work directly with clients on all the phases of creative works from concept through production.  
Clients include Seagate, Speck Design, Maverick, Clikthrough, Red Bricks Media, GoSunday, Panasonic, PicomPay, and RazorFish.

Red Bricks Media, San Francisco, CA, September, 2006 – October, 2008

Senior Designer

- Work closely with creative team on all the phases of creative works, such as buzz integrated campaign, Website, Microsites, interactive projects, Email campaign, and different pitches for major accounts from concept through production. Clients include Adobe, THQ, Microsoft, PayPal, Academy of Art University, Triage Consulting Group, and Plastic Logic.

CNET Games and Entertainment – GameSpot, San Francisco, CA, February – May, 2006

New media designer

- Video editing and graphic support.

Santa Monica Community College, Office of Marketing, Los Angeles, CA, June, 2003

Graphic Designer

- Designed event poster cards, brochures, advertisements, booklets, shirt design.

Freelance Graphic Designer, Taipei, Taiwan, October, 2001 – December, 2002

- Designed marketing collateral including posters, booklets, packages, flags, CD designs, and magazines.

The Department of Game and Entertainment in SoftChina Corporation,

Taipei, Taiwan, January, 1999 – October, 2001

Graphic designer and Conference stage designer

- Designed all graphic materials including promotional/sales collateral, identity materials, trade magazine advertisements, and other marketing efforts. Business trips for communicating with clients and agencies. Created all material for conferences including stage design, invitations, flags, and banners.

## EDUCATION

Academy of Art University, San Francisco, CA, June, 2008 – present

Master of Fine Arts degree in Advertising with an emphasis in Art Direction

Academy of Art University, San Francisco, CA, July, 2004 – May, 2007

Bachelor of Fine Arts degree in Computer Arts with an emphasis in New Media

## AWARDS

D&AD Student Awards, In-Book,

Create Not Hate Campaign, 2009

Addy Silver Awards of American Advertising Federation District,

Addy Silver Awards of Greater San Francisco Ad Club,

MarketingSherpa Viral Hall of Fame 2008,

THQ Buzz Campaign/ Online Interactive Marketing, 2008

Gold Award Winner of Creativity Annual Awards,

PayPal New Consumer Emails, Email Design Campaign, 2008

Spring Show of Academy of Art University,

First Place in Web /Interactive category, 2006

Nominated for Imaging and Team category, 2006

The President's Honor List,

Academy of Art University, 2004 – 2005