

EXPERIENCE

Experience Designer

Digitas North America

2022 - present

- Clearly communicating the design process and vision using wireframes, flow diagrams, and high-fidelity prototypes, facilitating valuable stakeholder input.
- Leveraged generative AI tools, including but not limited to ChatGPT and Midjourney, to enhance prototyping, sketching, and presentation efficiency in both internal and external reviews.
- Full responsibility of crafting a comprehensive design system/library, overseeing UX and UI design during design sprints, ensuring a consistent user experience that aligns with the brands. (Snackworks web redesign)
- Designed the microsite design for Delta CES 2023 “The Wonder Window” enabling seamless integration of users' Delta and Starbucks awards accounts.
- Contributed to the RaceTrac app redesign as a member of the experience design team, responsible for visual design components and prototyping.
- One of the core designers on Visa’s website redesign and design system migration from Sketch to Figma.
- Served as the team leader, overseeing and guiding both intern and freelance designers in successfully executing project tasks.

Freelance Motion Designer

2017 - 2022

- Designed, ideation and creation including but not limit to social media posts, TV channel banners, in-house motion graphics, sizzle reels, web design elements, prototypes, etc.

Clients: AMC Networks, Havas, Hearst, Brown Brothers Harriman, iCrossing, Viacom (2016 Internship / 2018 Freelance), Jones Knowles Ritchie, VH1, NowThis, ORChina Magazine, Administrative Enforcement Agency (Taiwan)

Motion Design Intern

Red Antler

2017

- In charge of in-house events’ billboard motion graphics creations.
- Social media posts’ ideation, proposals, illustrations and designs.
- Created and designed case study videos and sizzle reels.

Clients & projects: Google, Keeps, Allbirds, Cabin, Cascade Blonde, Dubsmash, Hickies and Revere.

Delivery Experience Specialist

Tesla

2019 - 2020

- Drive problem solving and continuous improvement initiatives with cross functional teams to improve end to end service processes.
- Provide accurate and insightful analysis and reporting, presenting the data in a clear format for presentations and regular KPI reviews.
- Designed the delivery experience to meet customers’ needs.

EDUCATION

New York University

Interactive Telecommunication Program
MPS | 2020 - 2022

School of Visual Arts

Design - Motion Graphics / Graphic Design
BFA | 2013 - 2017

AWARDS & CERTIFICATIONS

Red Dot Design Award

Brands & Communication Design 2023

Communication Arts Award

Shortlist 2017, 2024

Gaphis New Talent Annual

Gold 2017

ADC Show

SVA featured project 2016

Google Ad Grants

Online Marketing Challenge

Stukent Mimic Pro

Digital Marketing Simulation

SKILLS

Figma, Adobe Creative Cloud
(After Effects, Illustrator, Photoshop,
InDesign, Premiere Pro, Audition),
Cinema 4D, Sketch

Prototyping, Design Thinking,
Design System, Accessibility Design,
Journey Mapping, Wireframing,
Micro Interaction Design,
Art Direction, Motion Design

HTML/CSS, JavaScript, Swift

Mandarin, English