



## EDUCATION

### ACADEMY OF ART UNIVERSITY

BFA - Computer Arts - New Media  
MFA - Photography

## PHOTOGRAPHY AWARDS

### XEROX PHOTOGRAPHY CONTEST

First Place

### INTERNATIONAL PHOTOGRAPHY AWARDS™

2017 Honorable Mention  
2016 Honorable Mention  
2015 Honorable Mention  
2013 Honorable Mention  
2006 Honorable Mention

## SKILLS

### DESIGN

- Ideation • Visual Design
- UX/UI Design • Product Design
- Prototyping • Presentation
- Digital Campaign • Landing Page
- Email Campaign • Microsite
- Typography • Time Management
- Problem Solving • Art Direction

### TOOLS

- Photoshop • Illustrator • InDesign
- Flash • After Effects • Premiere
- Google Slide • Keynote
- Power Point • Photography
- Videography • Logic Pro X
- Soundtrack Pro • Final Cut Pro
- Google Web Designer • Drupal
- Wordpress • Magento
- Google Analytics • Optimizely
- Sketch • InVision • Leica Q
- Constant Contact • MailChimp
- Responsys • GSuite • Shopify

### CODING

- Front-end Development
- HTML5 • CSS • Bootstrap
- JavaScript • jQuery • XML

## INTERESTS

- Photography • Motion Graphic
- Blogging • Jewelry Making
- Acrylic Painting • Cooking

## EXPERIENCE

### Amare Wear | Founder | Aug 2016 – Present

Lead all product design, creative design, brand design, manage marketing campaign, plan, run trade show and events. Responsible for creative direction and brand strategy. Direct and develop brand expression and assets for implementation in all aspects of the business, both online and offline. Oversee a team of outsourced resources.

### Google Inc (Adecco) | Art Director/ Interactive Designer | May 2014 – July 2016

Incubated the video creative effort and was the team lead and expert from concept to final delivery of high quality video ads. Work involved conceptualization, creative art direction, design problem solving and innovation.

Mobile web UX/UI design. Internal presentation designs and video creation. Leverage wide range of technologies such as AdWords, DoubleClickStudio, YouTube, Google Display Network. Responsible for creation of multi-million dollars digital advertisement campaigns for Google's Fortune 500 clients.

### Oracle | Responsys, Senior UX Designer | March 2012 – May 2014

Worked closely with creative service team, agency, and engineering team to ensure high fidelity translation of designs to web. Lead strategic planning, development, and design of responsive corporate site and microsites. Develop user centric design sessions (including A/B tests), wireframes, high/low-fidelity mockups, prototypes, usability testing, heuristic evaluation, UI, mobile design, and visual design.

### Lyris Inc., Art Director / UX Design, Emeryville, CA (February 2009 – November 2011)

Participated as a contributor to an interdisciplinary team that includes creative leads, brand management, merchandising, marketing, creative technology and project management. Designed, rebranded international corporate collateral, trade-show booth, promotional materials designs, marketing campaigns and social media campaigns. Established company's style guide and created company wide templates. Led monthly email campaigns, website, landing page, cloud-based software interfaces design and informational graphics.

### Squares Media, Freelance Art Director/ UX Design (2006 – Present)

Clients and projects:

**Architectural Dimensions | Marketing Creative Director | September 2017 – July 2018** | Drive design direction on brand development, web and digital presents, event identities, video development and presentations. Drive consistent brand expression through the development of guidelines, assets and templates as well as regularly interfacing with marketers and creative vendors.

**Cyrcle | Head of UX Design | Nov 2015 – Nov 2016** | Developed the brand and designed the mobile app - concept to prototype to managing development design quality. Created wireframes, storyboards, user flows, high & low fidelity prototype, process flows and site maps to effectively communicate interaction and design ideas and manage development.

**Thredup | Video Creator | 2017** | Video creation for social media advertisements.

**Zoosk | Infographic Designer | 2012 - 2014** | Concepted, art directed, and designed infographics for company's monthly press releases from start to finish.

**FACS Field Automated Communication System | UI/UX Product Designer | 2011-2012** | UI/UX design and collaborated with product and engineering for front-end development. Worked in agile environment..

**M+Y Steel | Web/ Photography Art Director | 2008 - 2011** | Developed an international brand strategy while overseeing a team to deliver photography, studio shooting, packaging, print, web design, digital campaign and marketing materials.

**Stanford University School of Medicine | Web Producer & Designer** | Produced, upgraded 350+ websites to the newest technology and trendy look.

**CleanBottle** | Designed print advertisement, T-shirts, and email campaigns.

**Cleantech Group LLC** | Designed all digital campaigns and print advertisements.

**ISL Consulting** | Art direct Chevron toy cars product shots, flash game for kids, redesigned NewsTrust.net and overhauled GreenMadeSimple.com's branding with new logo, web design and marketing presentations.