



With over 11 years of digital and branding experience, I enjoy solving complex problems, strive for efficiency by utilizing the latest technologies and using my passion and self-motivation to deliver consistent and successful results.

Experience

Architectural Dimensions, Marketing Creative Director (Present)

- Create and oversee branch company brand development and strategy
- Designed, branded sub-brand, trade-show booth, promotional materials designs, marketing campaigns and social media campaigns. Established company's style guide and created company wide templates.
- Developed concepts for web, email, social media, landing page and all digital campaign.
- Manage and ensured company visuals are consistent with the overall brand.
- Managed vendors and a in-house designer.

Google Inc (Adecco), Creative Designer/Art Director, San Francisco, CA (May 2014 - July 2016)

- Led the overall look-and-feel for all weekly work. Saved Company \$100MM+ from 2014 to 2016.
- Translated business and creative objectives into designs that are clear, compelling, visually exciting, and easy to use.
- Led, oversaw and managed video creation from concept to final video ads.
- Responsible for creation of MM advertisement digital campaigns for Google's Fortune 500 companies.
- Work involved conceptualization, creative art direction, design problem solving, design innovation.
- Leveraged wide range of technologies such as AdWords, DoubleClickStudio, YouTube, Google Display Network (GDN).

Oracle | Responsys, Senior. Web UI/UX Design Developer, San Francisco, CA (March 2012 - May 2014)

- Led strategic planning, development, and design of responsive corporate site and microsites.
- Developed user centric design sessions (including A/B tests), wireframes, high-fidelity mockups, prototypes, usability testing, heuristic evaluation, UI, mobile design, and visual design.
- Led the overall look-and-feel for responsive email campaigns and newsletter designs.

Lyrus Inc., Art Director (Web::Product) , Emeryville, CA (February 2009 - November 2011)

- Worked closely with engineers to ship and iterate features, created high-fidelity mockups, low-fidelity mockups and flows, with ambiguous requirements.
- Designed, re-branded 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.
- Managed a designer and web developer.

Squares Media, Freelance Creative Director / Designer (2006 - Present)

Managed design team—junior designers and freelancers—Set clear roles, responsibilities and expectations of all projects to ensure that the design output is brand appropriate, and all marketing requirements are completed on time, and with the highest standard possible. **Clients:**

- **Amare Wear LLC.** Founder. Led all product designs and oversaw creative design and execute business decision
- **ThredUP.** Video creation. Created videos ads for all social media channels..
- **Cyrcle (Mobile App),** UI/UX Design/Creative. Presented and defined designs and key milestone deliverables to peers and executive level stakeholders. Developed and created the brand and mobile app - concept to prototype to managing development design quality. Created wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas.
- **Oracle Marketing Cloud Corporate Event Site.** Led, managed and oversaw responsive website of 2014 Oracle Marketing Cloud corporate event.
- **M+Y Steel.** Developed an international brand strategy while overseeing a team to execute photography, packaging, print, web design, email campaign and marketing materials.
- **Zoosk,** Infographic. Concepted and designed infographics for company's monthly press releases.



- **Stanford University School of Medicine.** Produced homepage flash campaigns, icons, banners, and upgraded 350+ websites to the newest technology.
- **FACS Field Automated Communication System.** Formulated rebranding solution, trade-show booth, and marketing collateral. Executed UI design and collaborated with Product and Engineering teams for front-end development.
- **CleanBottle.** Print advertisement, T-shirts, and email campaigns.
- **Cleantech Group LLC.** Produced corporate collateral, created and developed mass email campaigns, and made critical corporate website updates. Designed banner ads and print advertisements for media, 2Q08 investment monitor and concentrated solar thermal technology innovation Annual Report.
- **ISL Consulting.** Art directed and photographed Chevron toy cars product shots, designed Flash game for kids, redesigned NewsTrust.net and overhauled GreenMadeSimple.com's branding with new logo, web design and marketing presentations.

Creative Skills

*Photoshop
Illustrator
InDesign
Flash
After Effects
Premiere
Audition*

*Prelude
Drupal
Word press
Magento
Keynote
Photography
Videography*

*MS Office
Logic Pro X
Soundtrack Pro
Sketch
Ableton
Final Cut Pro
Google Web Designer*

Technical Profile

XHTML/HTML5, XML, PHP, SQL, CSS3, JavaScript, JQuery, ActionScript, Bootstrap

Education

*Academy of Art University, San Francisco, CA (2003 – 2006) Bachelor of Fine Arts, Computer Arts, New Media emphasis
Academy of Art University, San Francisco, CA (2013 – Drop-out) Master of Fine Arts, Photography*

Honors & Awards

*2016 International Photography Awards, Lucie Foundation: Honorable Mention
2015 International Photography Awards, Lucie Foundation: Honorable Mention
Xerox Photography Contest, Greeting Card Category: First Place
2013 International Photography Awards, Lucie Foundation: Honorable Mention
2006 International Photography Awards, Lucie's foundation: Honorable Mention*

Exhibitions

*Academy of Art University Annual Spring Show, Group Project: Pop Art Interpretation
Academy of Art University Annual Spring Show, Web Design: Typography*

Languages

English and Mandarin

Others

*Volunteer: American Red Cross
Activist: CookedApples.org*