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

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## Experience

### **Squares Media, Creative Director /UI/UX/IxD/Print/Motion/Photography (2006 – Present)**

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

- **Amare Wear LLC.** Led all product design, creative design, brand design, marketing and managed, planned, ran events and open studios.
- **Cyrcl (Mobile App).** Head of UI/UX/Creative. Conceptualized, designed, presented key deliverables to executive stakeholders, founding and development teams. Worked with the CEO, right from inception, to develop the overall design, brand strategy, creative strategy and product vision to bring the ideas to life. Developed the brand and designed the 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 and help manage development.
- **Oracle Marketing Cloud Corporate Event Site.** Led, managed and oversaw responsive design and development for the website for 2014 Oracle Marketing Cloud corporate event.
- **M+Y Steel.** Developed an international brand strategy while overseeing a team to deliver photography, packaging, print, web design, digital campaign and marketing materials.
- **Zoosk.** 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 brand solution, designed trade-show booth, and marketing collateral. Owned UI design and collaborated with Product and Engineering for front-end development.
- **CleanBottle.** Designed 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 digital and print advertisements for the annual innovation 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.

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

- Responsible for creation of multi-million dollars digital campaigns for Google's Fortune 500 clients.
- Translated business and creative objectives into designs that are clear, compelling, visually aesthetic, and effective.
- Helped protect ~\$100MM+ revenue from 2014 to 2016. Was the top contributor for 4 quarters in a team of 10.
- 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, design innovation.
- Leveraged wide range of technologies such as AdWords, DoubleClickStudio, YouTube, Google Display Network.

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

- Created customer facing corporate web properties, including: responsive emails for the Responsys Interact platform, Salesforce API integrated lead capture landing pages, campaign specific micro-sites, Adobe SiteCatalyst Reporting, and everything responsys.com.
- Worked closely with Corporate Creative Services team to ensure high fidelity translation of designs to web.
- 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.

**Experience****Lyris Inc., Art Director, Emeryville, CA (February 2009 – November 2011)**

- Part of an interdisciplinary team that includes creative leads, brand management, merchandising, marketing, creative technology and project management.
- Designed, rebranded international corporate collaterals, trade-show booths, promotional materials, marketing campaigns and social media campaigns. Established company's style guide and created company wide templates.
- Led email campaigns, website, landing page, cloud-based software interfaces design and informational graphics.
- Managed design team – junior designer and freelancers – including daily workload and individual development.
- Presented work and communicate effectively to business partners and senior management.

**Creative Skills**

*Photoshop*  
*Illustrator*  
*InDesign*  
*Flash*  
*After Effects*  
*Premiere*  
*Audition*

*Prelude*  
*Drupal*  
*Word press*  
*Magento*  
*FontLab*  
*Photography*  
*Videography*

*MS Office*  
*Logic Pro X*  
*Soundtrack Pro*  
*Reason*  
*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 – Incomplete) 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*  
*Ambassador: CookedApples.org*