



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.

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

- Creative Problem Solving • Art direction • Branding • Rebranding
- Visual Design • UX/UI Design • Product Design • Prototyping
- Presentation • Digital Campaign
- Landing Page • Email Campaign
- Microsite • Typography
- Time Management

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

CODING

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

INTERESTS

- Photography • Jogging
- Jewelry Making • Acrylic Painting
- Cooking • Traveling

EXPERIENCE

Universal Healthcare | Head of UX Design | Dec 2018 – Present

Manage multiple projects and allocate design resources accordingly, ensuring deadlines are met and setting up team members for success by setting clear and measurable goals.
Oversee all aspects of the user experience across the Universal product portfolio.

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 outsource resources.

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

Incubate the video creative effort and was the team lead and expert from concept to final delivery of high quality video ads. Work involve 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 Web UI/UX Designer | March 2012 – May 2014

Work 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, Emeryville, CA (February 2009 – November 2011)

Participate as a contributor to an interdisciplinary team that includes creative leads, brand management, merchandising, marketing, creative technology and project management. Design, rebrand international corporate collateral, trade-show booth, promotional materials designs, marketing campaigns and social media campaigns. Establish company's style guide and created company wide templates. Lead monthly email campaigns, website, landing page, cloud-based software interfaces design and informational graphics. Manage design team—junior designer and freelancers—including daily workload and individual development.

Squares Media, Freelance Art Director /Motion Graphic/ UI/UX/IxD Design(2006 – Present)

Clients and projects:

- **XWP.** UI Designer. UI design for AMP product for Google.
- **Thredup.** Video Creator. Video creation for social media advertisements.
- **Architectural Dimensions.** Marketing Creative Director. 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. Develop the brand and design 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.
- **M+Y Steel.** Develop international brand strategy while overseeing a team to deliver photography, packaging, print, web design, digital campaign and marketing materials.
- **Zoosk.** Concept and design infographics for company's monthly press releases.
- **Stanford University School of Medicine.** Produce & upgrade 350+ websites to the newest technology.
- **FACS Field Automated Communication System.** Own product/UI/UX design and collaborate with product and engineering for front-end development. Work in agile environment..
- **CleanBottle.** Design print advertisement, T-shirts, and email campaigns.
- **Cleantech Group LLC.** Design all digital campaign and print advertisements.
- **ISL Consulting.** Art direct Chevron toy cars product shots, flash game for kids, redesign NewsTrust.net and overhaul GreenMadeSimple.com's branding with new logo, web design and marketing presentations.