



OBJECTIVE

To work for a(n) advertising/marketing/design-related firm to further my knowledge and experience in this field.

EDUCATION

UNIVERSITY OF CALIFORNIA, DAVIS
Bachelor of Arts in Design with the emphasis in Visual Communications

RELEVANT COURSEWORK

01. Black & White Photography
02. Digital Imaging
03. E-Commerce Web Design
04. Environmental Graphic Design
05. Graphic Design Production
06. Intermediate Internet
07. Internet and Interactive Design
08. Letterforms and Typography
09. Message Campaign Design

ACTIVITIES

WOMEN'S CENTER AT UCD
(2007)

Volunteer

01. Planned and publicized events spreading awareness of gender and sexuality issues
02. Helped with the production of buttons, posters and flyers for awareness events

SKILLS

01. Proficient in Adobe CS3: Illustrator, InDesign, Photoshop, After Effects, Dreamweaver/CSS and Flash
02. Knowledge of PHP, Perl and ActionScript 3.0
03. Microsoft Office: Excel, PowerPoint and Word
04. Mac and PC Platforms
05. Fluent in reading and speaking Chinese, Mandarin
06. Photography: Manual and Digital
07. Traditional Art: Shading, Drawing, Oil Painting, Charcoal and Prisma Color Pencil

PROFESSIONAL EXPERIENCE

HYPHEN MAGAZINE // SAN FRANCISCO, CA
(2008- Present)

Layout Artist/Graphic Designer

01. Lead designer for the Mr. Hyphen 2008 Campaign
02. Designed flyers, programs, banners and powerpoint slideshows for events like magazine release parties and film screenings
03. Designed several magazine spreads including "Lazy Susan", "Redux" and "Literature"

RBG MARKETING // WALNUT CREEK, CA
(2009, 90-Day Internship)

Creative Production Intern

01. Designed direct mailers, consumer/trade ads, inserts, tear pads, rebate forms, point of purchase signages, email blasts, web banners and landing pages for Invisalign, Kelly Moore Paints, Spot and Insound
02. Prepared presentations, packaging and marketing kit mock-ups
03. Brainstormed strategic marketing campaigns for Spot, Insound and Invisalign
04. Developed prepress and print production skills
05. Worked under strict deadlines and quick turnarounds

VENT MAGAZINE // DAVIS, CA
(2007- 2009)

Co-Founder and Art Director

01. Created and marketed a positive avenue for Asian American political and media representation
02. Developed logo, branding and identity for magazine
03. Designed covers and layouts for every issue

JKS GREETINGS // OAKLAND, CA
(2008)

Lead Graphic Designer

01. Designed all in-house greeting cards
02. Brainstormed ideas and implemented marketing strategies

PETER J. SHIELDS LIBRARY INSTRUCTIONS DEPARTMENT // DAVIS, CA
(2007-2008)

Assistant III Graphic Designer

01. Produced posters, signs and vinyl stickers used by both the Blaisdell Medical and Shields libraries
02. Created display windows and posters for Special Collections

ANTHEM WORLDWIDE // SAN FRANCISCO, CA
(Summer 2006)

Intern

01. Researched and developed packaging ideas for Nestle
02. Participated in over-the-phone design critiques with clients
03. Developed office professionalism and data entry skills