



WORK EXPERIENCES

- 人 Ninja Play Fitness LLC. | Los Angeles + Taiwan
Managing Director March 2019 - Present
- U.S. branch setups and management.
 - B2B and B2C website design creation and overall marketing plans.
 - Product APP development and UI design.
 - Trade show and overall marketing collaterals design and preparation.
 - Coordinated with marketing agency with overall digital advertising directions and content creation.
- 人 Fonegear, LLC. | Los Angeles
[with ASURA Technology, OSPLUS+, Inc.]
Director of Creative Design June 2018 - August 2019
Fonegear, LLC.
- Overall re-branding for an electronic accessory company. Defined the new brand voice. Led the creative team to redesign product styles, corporate brand identity, website, social media content, sell sheets, packaging, trade show materials, Amazon account setup. PowerPoint / Keynote creations.
 - Coordinated with product, sales and production teams on packaging, POP and POS displays redesigns. Enhanced printing materials and deducted 5% cost on each unit at the same time.
 - Consulted with both product design and sales departments, ensued any off-line packaging and product presentations are on point within the set budget.
 - Ensued clients satisfaction during ideation, development, and presentation of finished artwork.
- ASURA Technology*
- Defined brand voice and created brand identity for ASURA gaming startup.
 - Developed influencer packaging design concepts.
- OSPLUS+, Inc.*
- Defined brand voice and create brand identity for office supply startups.
 - Led the creative team on the creation of corporate brand identity social media content, website, packaging, Amazon account setup.
- 人 OODDA, Inc. | Los Angeles
UI / Graphic Designer March 2018 - June 2018
- Coordinated with programmers, ensured web design executions and delivered top designs that exceeded clients expectations.
 - On-site one on one clients consultation with all design and marketing needs.
- 人 Evutec Corp. | Los Angeles
Graphic Designer July 2015 - March 2018
- Overall re-branding for a phone accessory company.
 - Product design. Final product renderings and CMF designs. Packaging and website redesign, email marketing design, social media content creation, product photography, trade show and overall marketing collaterals, sell sheets, PowerPoint / Keynote creations.
 - Amazon account setups on A+ content creation, product photography shooting and editing.
 - Coordinated with production team in China for product and packaging developments. Product sample creation and preparation.
- 人 Eagle Tech Computers, Inc. | Los Angeles
Graphic Designer May 2013 - July 2015
- Managed and designed three brands' e-commerce, including website design and sales, Amazon accounts, and social media.
 - Company websites design, packaging, marketing collaterals preparation, product photography shooting and editing.
 - Amazon seller and vendor central account setups on product list, A+ content, product photography.

SOFTWARE APPLICATIONS

- 人 Proficient in
- Adobe CC** - Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Dimension, Lightroom, Bridge, Acrobat
 - Autodesk** - Maya
 - Microsoft** - PowerPoint, Excel, Word
 - Apple** - Keynote ; Google Apps

EDUCATION

- 人 Laguna College of Art and Design
August 2008 - May 2012
BFA Graphic Design

Stepping Beyond The Limitations

I'm a designer who appreciates problems.
Developing solutions, creating possibilities.

**UI / Web / Video / Packaging / Brand Identity /
Print / Product / Photography / Creative Solutions**

FREELANCE PROJECTS

- 人 DMA [Direct Media Agency] | Los Angeles
Freelance Designer - The Queen Mary Project
October 2019 - December 2020
- 3D rendering creations for trade show space in The Queen Mary (HyperX, Monster Energy, Red Bull, htc VIVE, Oculus, Lenovo, Microsoft Xbox, Sony PlayStation).
 - Pop-up VR activations 3D rendering design. Hero creative images design.
- 人 Phantm APP | Los Angeles
Freelance Designer February 2019 - October 2020
- Logo and brand identity design and development. Brand voice and guideline setup.
 - Company presentation layout design.
 - Coordinated with UX designers for Phantm app.
 - Website layout design.
- 人 aoiShip, Inc. | Tokyo, Japan
Freelance Graphic Designer May 2018 - November 2020
- Company logo design for a Tokyo based fashion startup.
 - Website and social media content creation.
 - Fashion brand flyer and other marketing collaterals creation.
- 人 Elite Dental Irvine | Los Angeles
Freelance Graphic Designer September 2018 - August 2019
- Marketing collaterals preparation.
 - Company website design.
- 人 PositionMobile | Los Angeles
Freelance Graphic Designer June 2018 - August 2018
- Company logo design for a startups portable air filter company.
 - Website design, includes product setup and layout creation.
- 人 Power Brands | Los Angeles
Mon's Cold Brew Tea
Freelance Graphic Designer January 2018
- Logo design for a new natural drink product line.
 - Ringneck bottle packaging design. Idea developments based on set color palette.
- 人 COLLABORATION
- 人 The Museum of Modern Art | New York
Hurley International | Los Angeles
Communication Design Sponsored Project - LCAD
September 2010 - December 2010
- MOMA exhibition concept development.
 - Graphic developments for both men and women apparels.
 - Worked with Harley senior designers on all design concept developments.
- 人 NIKE | Beaverton, Oregon
NIKE Olympics 2016 Sponsored Project - LCAD
September 2010 - December 2010
- Worked with NIKE design departments, developed ideas for NIKE's 2016 Olympics overall presentation.
- 人 etnies [Buy A Shoe Plant A Tree Project] | Los Angeles
Graphic Design Honors Lab - LCAD
February 2010 - May 2010
- Packaging design for its exclusive product line.

LANGUAGES

- 人 Mandarin Chinese, English