



**Art Director / Creative Strategist**

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## EDUCATION

**Savannah College of Art and Design  
Atlanta, US**

09/2023 – 03/2025 / **MA, Advertising**

GPA: 3.8

**University of Melbourne,  
Melbourne, Australia**

03/2020 – 12/2022 / **BDes, Graphic Design**

GPA: 3.2

## SOFTWARES

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe Premiere Pro  
Adobe After Effects  
Figma  
Canva

## SOFT SKILLS

Strategic thinking  
Teamwork  
Problem-solving  
Adaptability  
Time management  
Presentation design

## AWARDS

**2x Student Gold**

2025 American Advertising Award

**Honorable Mention**

2025 International Design Awards

## WORK EXPERIENCE

**OneUp Innovations, Inc., Atlanta, US** 01/2025 – 03/2025

*Graphic Designer*

- Designed print and digital assets, including email blasts, catalogs and website assets, ensuring cohesive brand identity
- Collaborated with a multidisciplinary team to ensure cohesive branding and compelling designs across multiple platforms.

**Savannah College of Art and Design,  
Atlanta, US** 10/2024 – Present

*Designer (International marketing & PR department)*

- Create engaging WeChat stickers and a digital red pocket cover themed around the 2025 SCAD Chinese New Year.
- Design visuals that reflect Chinese New Year traditions, aligned with SCAD's brand.
- Collaborate to ensure designs resonate with international audiences.

**Freelance Designer in China and US** 12/2022 – 09/2024

- Collaborate with 100+ clients around China, with 98% satisfaction rate
- Be responsible for poster design, branding, and catalog design
- Created engaging web banners for digital campaigns
- Developed user-friendly UI/UX for websites and apps

**Wuxi Jinpudun Film Co., Ltd, China** 07/2022 – 07/2023

*Visual Designer*

- Led visual design for company rebranding
- Led the new branding design of the company's clothing brand, with establishing TikTok livestreaming

**Huallywood Film Studios, China** 07/2021 – 09/2021

*Visual Designer*

- Designed posters for Chinese Party's Day and Army Day
- Managed and created content for the company's WeChat official account
- Ensured consistent and engaging visual communication for national events