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Summary

As a hearing-loss musician and professional graphic designer, I bring a unique perspective to my work. I started my career in industrial design in China before transitioning to graphic and digital design. With 7 years of experience, I have developed strong skills in working with teams across different time zones and seamlessly integrating design with technology and marketing.

Outside of design, I also owned a nail studio for 4 years, further developing my social media skills. I have a natural sense of adventure and enjoy taking road trips on my motorcycle, playing violin in an orchestra, and being a bassist in a rock band. My passion for life and the creative field drives me to make the world a better place through my work.

Experience

Graphic designer/ UI designer

Ourdate

Oct 2021 - Present (1 year 6 months)

- Create visual designs for both online and print media.
- Develop and implement digital marketing strategies with the marketing team to increase brand awareness and improve our services after we get feedback.
- Collaborate with cross-functional teams to ensure brand consistency across all touchpoints.
- Manage social media platforms and create engaging content to attract and retain customers.
- Create and execute email marketing campaigns to promote and test the events.
- Develop and maintain relationships with vendors and sponsors for events.
- Keep up-to-date with industry trends and incorporate them into marketing strategies

Graphic Designer/ UI Designer

Freelance

Mar 2018 - Present (5 years 1 month)

I designed posters, logos and some catalogue for a variety of clients, mainly for Taiwan and China while honing my UX skills and learning about design systems.

Graphic Designer

Kuan Ying company

Mar 2017 - Mar 2018 (1 year 1 month)

I made the logo and branding design for this kitchen-related product trading company, and also created website UI design for all pages including product presentation and advertisement banners.

Product Designer

Jema luggage

Mar 2016 - May 2017 (1 year 3 months)

I designed luggage, approving sample and solving the problems. Building 3D models and doing digital painting for product presentation. Improved my graphic design skills from package design. Managed communications for China, Taiwan and US.



Structural Designer

Ovirto company

Aug 2014 - Aug 2015 (1 year 1 month)

Designed folding cartons for open shelf product decoration, make sure the product can be easily used by everyone. Did teamwork with the graphic designers to ensure the 3D and 2D matches correctly.

Education



Tunghai University

Bachelor's degree, Industrail design

Sep 2010 - Jun 2014

I learned about design thinking and how to find resolutions through modeling and research. I also trained my aesthetic skills in both 3D and 2D design. Additionally, I learned how to use Arduino to create interactive products, collaborated with others on exhibitions, and designed logos, branding, and graphics.

Some of my achievements include winning first place in a modeling competition and receiving sponsorship from the National Taiwan Craft Research and Development Institute for my research on bamboo craft.

Skills

User Experience (UX) • Graphic Design • Logo Design • User Interface Design