

Experience

Landor & Fitch Jun. 2021 – Sep. 2021
Chicago, IL

Graphic Design Internship

- Participated in Microsoft's central page redesign, designed wireframe, and helped copy team update content.
- Participated in Kotex packaging design campaign, contributed brainstorming in teams, created 3D renderings, animations and design mood boards.
- Participated in Huggies Health care brand identity redesign, worked with the creative director on packaging and mood boards design.

LXU Studio Apr. 2018 – Jun. 2018
Beijing, China

Copywriter Internship

- Participated in Tmall project research, brainstorming, and implementation of communication strategies.
- Provided ideas for the commercial scripts, based on the understanding of the market and copywriting methodology.
- Collaborated with colleagues on video editing and poster design.
- Created a copywriting inspiration library within the company.
- Provided ideas for the interaction designer team, from the perspective of a copywriter.

Paint State Film Studio Apr. 2018 – Jun. 2018
Chengdu, China

Graphic Design Group Head

- Led team members to complete designs and pitched work of graphic design projects.
- Organized fourteen members to conduct periodic design training and acted as the main lecturer.
- Cooperated with the copywriting team to refine concepts of film and video works.

Education

Master of Fine Arts, Graphic Design 2019 – 2022
ArtCenter College of Design – Pasadena, CA

- GPA: 3.813/4.0

Bachelor of Arts, Advertising 2015 – 2019
Sichuan University – Chengdu, China

- Provost's List, Fall 2017
- GPA: 3.51/4.0

Skills

Language: Mandarin (native), English (conversational)

Software: InDesign, Illustrator, Photoshop, After Effects, XD, MagicaVoxel, and Metashape

Design & Presentation: Contextual design research, competitive analysis, brand identity strategy, information architecture, wireframes, copywriting, and storytelling

Awards

Communication Arts Award of Excellence Jan. 2022
Interactive Annual, *ONE%VINYL*

International Design Award Jan. 2022
Gold, *World Health Organization Rebrand*

Graphic Design China Award Nov. 2021
SGDA – Shenzhen, *ONE%VINYL*

Communication Arts Award of Excellence Sep. 2021
Typography Annual 2022, *Quantum Futurist*

Communication Arts Award of Excellence Jun. 2021
Design Annual 2021, *World Health Organization Rebrand*

ArtCenter Scholarships (Jan. 2020 – May. 2022) Aug. 2019
Champion of the Southwest China for Procter & Gamble marketing competition, *TAMPAX promotion campaign*