

WORK EXPERIENCE

- 07-09.2021
Remote
- Digital Product Design Intern**
propelland
- ▶ Collaborated with UX design team to design the complete user experience for Imbera's IoT fridge management app, including visual design, interaction design, prototyping, and delivering the Figma file to the app developers.
 - ▶ Assisted in the design and management of a visual identity tool system for Coca-Cola Latin America.
- 05-09.2021
Remote
- Research Assistant**
SAMPLER 2
- ▶ Conducted primary and secondary research on the meaning of material in a digital context.
 - ▶ Developed concepts for the final deliverable, *Material Loop*, an interactive catalog of materials which was handed off to web designers.
- 2015-2019
Dalian, China
- Journalist**
Dalian University of Technology
- ▶ Researched, interviewed, and documented the alumni and staff of the University.
 - ▶ Delivered deliverables including documentary films, short videos, news segments, and advertising copy.
- 2016-2018
Remote
- Content Creator**
Pangdianta Street Photography
- ▶ Selected and translated street photography articles, books, and videos, including over 150,000 words of text content that have accumulated over 1 million views across Chinese social media platforms.

RELEVANT COURSEWORK

- 01-04.2022
- Design Strategist**
Salesforce
- ▶ Worked with environment and graphic designers and managed the project, to speculate the future Dreamforce experience.
 - ▶ Deliverables included experience demo video, presentation decks, and pitching video.
- 09-12.2020
- Design Strategist**
Fiat Chrysler Automobiles
- ▶ Worked with product and transportation designers to create brand strategy for Stellantis.
 - ▶ Deliverables included brand strategy, research, presentation decks, and brand story video.

EDUCATION

- ArtCenter College of Design**
MFA, Media Design Practices
Pasadena, CA, 2022
- Dalian University of Technology**
BA, TV and Radio Broadcasting
Dalian, China, 2019
- Shih Hsin University**
Exchange Student, Advertising
Taipei, Taiwan, 2017

RECOGNITIONS

- ArtCenter College of Design**
Scholarship, Pasadena, CA, 2019-2021
- ArtCenter Hackathon**
2nd place, Pasadena, CA, 2020
- Chinese National Undergrads Short Video Competition**
Bronze, Beijing, 2018
- Times Young Creative Award**
Finalist, Taipei, 2017

SKILLS

- Strong Working Knowledge of**
Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom, Adobe XD, Figma, Keynote, G Suite, Microsoft Office, and Miro.
- Familiar with**
Fusion 360, Keyshot, Unity, Lens Studio, Runway ML, Procreate, and lasercutting.
- Miscellaneous**
Video production, visual design, UX design, creative copywriting, physical computing, critical analysis, creative storytelling, qualitative research, content strategy, and brand identity.
- Language**
English (Professional)
Chinese (Native)