

EDUCATION

09.2007–12.2011
ArtCenter College of Design, Pasadena CA
 Bachelor of Fine Arts in Graphic Design

EXPERIENCE

Disney|ABC, Burbank CA
03.2017– Present
 Work directly with design director to build design assets for upcoming shows and events.

MHZDESIGNOFFICE, Los Angeles CA
06.2016–Present
 Co-founder. MHZ is a service design office creating brand experience across all platforms.

Demand Media, Santa Monica CA
06.2015–06.2016
 Senior designer and the lead designer to rebrand studioD. Work included concept development, web design and development, photographic style, mood board, brand guideline, digital design assets and marketing material.

Belkin, Playa Vista CA
04.2015–06.2016
 Freelance designer. Work directly with creative director on developing concept for WEMO packaging and web appearance.

Zeesman Communication, Los Angeles CA
01.2015–04.2015
 Freelance designer. Work with creative director Matt Ward to create the lookbook for Grey's Anatomy upcoming lookbook and workbook.

Lucky Brand, Downtown CA
09.2014–12.2014
 Art director. Work with creative team on concept for new website, email and retail environmental graphics.

Vokent, Venice CA
01.2015–09.2014
 Designer. Worked on a wide range of branding and web design project. Participated in all stages of creative process. Work include logo design, identity system, brand guideline, print collateral, packaging, website and environmental graphics.

Pastilla Institute of Design, Pasadena CA
06.2013–08.2013
 Freelance designer. Work with Rudy Manning and the team to develop a vibrant outdoor advertising campaign for Surface Microsoft with an unique "Click in" connection.

Purina Nestlé, Sponsor Project
01.2011–04.2011
 Team up with product designer and photographer to create an unique brand experience to attract Gen-Y buyer.

Philips Electronic, Hong Kong
05.2010–12.2010
 Design intern. Work with the communication and product design team on developing packaging for 2012 headphone, docking and speaker. Other responsibilities including 3D mock up, create preflight files, and participate in trend and material workshop as well as retail experience workshop.

RECOGNITION

04.2012
Semifinalist, Adobe Design Achievement Awards (ADAA)
 Nivea for Men
 The rebrand focus on packaging, POP, and retail.

2007–2011
Projects exhibited in the Art Center Student Gallery

Acrylic Composition
 Inspired by Nature – Butterfly sculpture

Font Design
 Han Serif

Logotype Design
 L'heure Expancole – Class of Doyald Young

Packaging Design
 Nature's Path Organic Cereal

Packaging Design
 Nivea for Men — Revitalizing Packaging

FEATURED / PUBLISHED IN

2012
Nivea for Men – Revitalizing Packaging
 The Dieline, Packaging of the World, Creative Inspiration UK, and Pinterest

AND Museum Rebrand
 ALGA Gallery, Sandu Publishing, Absolute Stationery Design, Design Inspiration

SKILLS

Digital
 Strong working knowledge of Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe Experience Design CC, Adobe Lightroom CC, Microsoft Word, Powerpoint and Keynote.

Familiar with HTML/CSS, Wordpress, Sketch, After Effect, Adobe Project Felix CC, Squarespace, SketchUp, OmniGraffle and FontLab Studio

User Interface Design
 UI/UX design, UX strategy and planning, wireframe creation and prototype development.

Traditional
 Calligraphy, watercolor, acrylic painting, 3D model, laser cut, and book binding

LANGUAGES

English, Cantonese Chinese and Mandarin Chinese

INTERESTS

Photography, traveling, hand lettering