

## EXPERIENCE

### VMLY&R | ART DIRECTOR

NEW YORK | 2018.3–PRESENT

#### Office Depot OfficeMax

“Keep Business Going” (H2 2020) - Integrated campaign developed in partnership with business strategy as a pivot tied to coronavirus and shifting business mandates

Concepting and creating regular creative assets for OLV, digital, and social engagement

Maintain, develop and regularly evolve brand guidelines to provide standard for communication needs across nation

#### F-Factor

“FThat, A Comedy Show with No Balls” (International Women’s Day 2020) - ideated and executed breakthrough proactive digital campaign in advance of live charitable activation benefiting the Global Fund for Women

Developed event concept and supporting creative assets, including poster design/ illustrations/ social content, etc; assisted with event production and day-of event management

#### Google Pixel X Domino’s Pizza

Google Pixel 4 Launch - Created limited-edition pizza boxes which nod to the two iconic brands while highlighting the new phone features in design

#### The United Nations Children’s Fund (UNICEF)

“The Silence” - An integrated Anti-bullying campaign

Created supporting creative assets including websites, a comic book, etc

#### Legoland

“LEGOPRESS”- A print campaign to promote Legoland Florida

Illustrated and designed 3 print posters composed of lego bricks

#### SUDAFED

“Bonnie” - An integrated campaign to launch a new head congestion product

Concepted, and art directed the whole campaign from programmatic videos, Instagram & Facebook social videos, out-of-home ads, to a new SUDAFED website with UI/UX team

#### Arcade Beauty

Branding for Abeo (a digital sampling platform owned by Arcade Beauty)

Concepted, designed and developed Abeo’s logo, fonts&colors, brand styleguide and extensions

#### Luminary & bp & Dell

Social campaign

### VMLY&R | ART DIRECTION INTERN

NEW YORK & KANSAS CITY | 2017.6 – 2017.12

Worked on digital ads design/production, regular social media campaigns, concept comps and client presentations for **Greater Miami Convention & Visitors Bureau, NBA League Pass, ORB, AMC, Bayer** and internal parties and asks

### PARTNERCOMM | DESIGN INTERN

ARLINGTON, TX | 2016.6 – 2016.8

Worked on print & website designs for employee communication usage for **American Airlines, Flour, Hilrom, and Nestle**

### MOJO AD\* | DESIGNER/ILLUSTRATOR

COLUMBIA, MO | 2016.8 – 2017.6

#### University of Missouri JSchool Career Fair

Ideated, designed, illustrated and produced campaign creative assets including posters, guiding pamphlets for students & recruiters, social media posts, email templates, websites, doorplate, direct mail piece, etc

\*A COMPETITIVE STUDENT OPERATED, PROFESSOR SUPERVISED AD AGENCY.

## SKILLS

Illustration, character development, photography

Social content creation

Proficient in Photoshop | Illustrator | InDesign | After Effects | InVision | Adobe Dimension | Adobe XD | Sketch

Fluent in Chinese and English

## EDUCATION

### MASTER’S DEGREE IN JOURNALISM

Concentration in strategic communication art direction

Missouri School of Journalism, University of Missouri | Columbia, MO

### BACHELOR’S DEGREE IN PUBLIC ADMINISTRATION

China Agricultural University | Beijing, China  
GPA and Overall Performance Ranking: 1/78

## RECOGNITION

Cannes shortlist x2: Industry Craft, Design  
Ad-Age A-List Finalist craft of the year  
ADC awards, illustration, Bronze cube  
CA 2019 winner  
Campaign US Inclusive & Creative Top 20

