

EDUCATION

NYU SCHOOL OF PROFESSIONAL STUDIES, New York, NY

Master of Arts in Graphic Communications Management and Technology

Coursework: Management, Technologies, Digital Content Strategy, Mobile Marketing and Media Management, Managing the Media Mix & Operations Management in Graphic Communications

Expected December 2015

PARSONS THE NEW SCHOOL FOR DESIGN, New York, NY

Bachelor of Fine Arts in Design & Technology, Concentration in Animation

Graduated June 2008

SKILLS

Creative Promotional Design Show booths, banners, catalogs, posters, invitations, and etc

Packaging Beverage and food products

Branding Identity and visual elements for company, labels, and television show

Web Development Front end visual designs as well as back end functionality and usability

Animation Motion graphics, logo and character animation

Illustration Editorial, commercial and children's book illustrations

Strategy Digital content and project management.

Computer Adobe Creative Suites (After Effects, Flash, Photoshop, Illustrator and InDesign), Final Cut Pro, HTML, CSS, Microsoft Office, Sage Pro ERP, server backup and remote maintenance.

Communication Project presentation, personnel training, sales support, logistics and dispatch coordination.

Languages Proficient in English, Chinese (Mandarin) and Spanish.

EXPERIENCE

TZU CHI FOUNDATION USA, Flushing, NY

Creative Designer, Digital Content Strategist, **full-time**, December 2014 - Present

Rebrand and create a distinct yet approachable online brand image for Tzu Chi USA - tzuchi.us.

Manage the organization's social media and digital content.

Recruit and work with internal and outsourced teams to develop creative projects from concept through completion.

VASINEE FOOD CORPORATION, Brooklyn, NY

Multimedia Production Designer, **full-time**, May 2009 - December 2014

Responsible for the creation of company website, catalogs, and promotional materials.

Correspond with local design teams and overseas manufacturers while overseeing product development.

Build brand identities and packaging for new product lines.

Maintain website with web banners and updated product information.

Strategize advertising campaigns with marketing teams.

Streamline operations of sales support and logistics using designs and software technology.

Provide personnel training and technical support.

Delegate and supervise intern duties.

TZU CHI FOUNDATION USA MEDIA CENTER, Flushing, NY and San Dimas, CA

Graphic & Video Production Designer, **part-time**, September 2008 - December 2014

Establish art direction and create motion graphic elements for documentary TV show "US Tzu Chi 360."

Produce projection videos and direct program rundowns for various charity functions.

Design promotional materials for fundraising events and major organization activities.

Coordinate with volunteers, design team, and print shop to execute according to production schedule.

EXPERIENCE (CONTINUED)

TZU CHI FOUNDATION USA NORTHEAST REGION, various locations in NY
Media Volunteer, **volunteer experience**, November 2012 - January 2013
Interviewed Hurricane Sandy survivors and documented aid distribution events.
Created visual communication materials for relief fundraisers and gathered volunteers via social media outreach.

BOO PUBLISHING LLC, New York, NY
Web Game Animator, **internship**, June 2008 - May 2009
Animated children's book illustrations for Bobby Boo World online experience.
Collaborated with web developers and early education specialists on game concepts and educational goals.

TZU CHI FOUNDATION USA NORTHEAST REGION, Flushing, NY
3-in-1 Media Team Volunteer, **volunteer experience**, May 2008 - May 2009
Documented volunteer activities through photography and film.
Collaborated with writers and editors to publish event articles and news reports for DaAi TV and other media outlets.

"WHAT'S ORGANIC ABOUT ORGANIC" DOCUMENTARY FILM, New York, NY
Documentary Film Animator, **part-time**, June - September 2008
Produced graphic animations to enhance film narrative. Participated in production meetings.

BEEHIVE INC., New York, NY
Animator Assistant, **internship**, March - August 2008
Assembled images and prepared project elements ready for animation.
Contributed to motion graphic storyboard research and planning.

THE NEW SCHOOL, New York, NY
Academic Technology Lab Tutor, **part-time**, January 2005 - May 2008
Provided technical assistance to lab users with problems in the operation of equipment and software.
Mentored design students through assignments and software tutorials.

CLICK 3X, New York, NY
CG Department Intern, **internship**, June - August 2007
Constructed 3D models and textures used for TV commercials.
Animated rigged characters for in-house and demo reel animation.

MARVEL ENTERTAINMENT, New York, NY
Web Department Intern, **internship**, June - August 2006
Created graphics for Marvel.com, such as web banners and pixel avatars of Marvel characters.
Assembled reading frames for digital comics. Prepared images and layouts for the weekly newsletter.

RECOGNITIONS

"To Death With A Smile" 2011 International Poster Exhibition, MUMEDI Mexican Museum of Design
Mexico City, Mexico, November 2011 - March 2012

Parsons Animation Film Festival Finalist "Strings Attached"
New York, NY, May 2008

"Parsons BFA CDT Thesis Show," Chelsea Art Museum
New York, NY, May 2008

"Wow! Eye Taiwan National Video Competition," Animation Finalist
Taipei, Taiwan, April 2008

"Arte Pictorico Dominico-Taiwan" Exhibition, Museo del Hombre Dominicano (Museum of the Dominican Man)
Santo Domingo, Dominican Republic, November 2006

First Place Illustration Award, "Arco Del Barrio Chino (Chinatown Arch)"
Santo Domingo, Dominican Republic, October 2006