

## PROFESSIONAL EXPERIENCE

### WIEDEN+KENNEDY SHANGHAI, 2007-2010 ART DIRECTOR

Creating creative work for integrated brand marketing campaigns for China and Asia Pacific covering all types of media, from films, digital, print, outdoor, events, to social media activations.

**Clinet:** Converse (Asia Pacific Region)  
Nike (Great China Region)

### AKQA SHANGHAI, 2011-2013 SENIOR ART DIRECTOR

Creating creative work for integrated brand marketing campaigns for Great China covering digital, film and social media activations.

**Clinet:** Nike Running/ Nike India/ Nike Football/ Nike basketball (Great China Region)

### TBWA/MEDIA ARTS LAB SHANGHAI/LOS ANGELES 2013-2014 SENIOR ART DIRECTOR

Co-Creating the creative work for integrated brand marketing campaigns for Great China and Globe. Print, Outdoor, and TV Commercial.

**Clinet:** Apple (Great China and Globe)

### GREAT WORKS SHANGHAI, 2014-2015 CREATIVE DIRECTOR

Led creative work for integrated brand marketing campaigns for China covering all types of media, from films, digital, print, outdoor, events, to social media activations.

**Clinet:** Asashi Beer, Sony (Great China Region)

### IDEO SHANGHAI, 2015-2016 SENIOR COMMUNICATION DESIGNER

Telling the story of how to get from a complex business challenge to a strategic solution through compelling visual narratives covering print, digital and moving image.

**Clinet:** XINHE

### ANOMALY SHANGHAI, 2016 FREELANCE ASSOCIATE CREATIVE DIRECTOR

Creating the campaign concept and art direction covering the digital and social media

**Clinet:** Budweiser, Costa Coffee (Great China Region)

### RAZORFISH SHANGHAI, 2016-2017 FREELANCE CREATIVE DIRECTOR

Creating creative work for integrated brand marketing campaigns for Great China covering digital, film and social media activations.

**Clinet:** Nike iD/ Nike Basketball (Great China Region)

### SAPIENTNITRO SHANGHAI, 2016-2017 FREELANCE CREATIVE DIRECTOR

Creating creative work for integrated brand marketing campaigns for Great China covering digital, film and social media activations.

**Clinet:** Nike iD/ Nike Basketball (Great China Region)

## RECOGNITION

Ad Age China: Best campaign in 2009  
Project name: Converse/ "Love Noise" Campaign

ROI Awards: Best Integrated Campaign 2010  
Project name: Converse/ "Lyrics" Campaign

LongXi Creative Awards: Best Intergrade Campaign 2010  
Project name: Converse/ "Lyrics" Campaign

AdFest: Best Use of Social Media Silver 2011  
Project name: Nike India/Bleed Blue

AdFest: Best Intergrade Cyber Campaign 2011  
Project name: Nike India/Bleed Blue

Campaign Asia-Pacific Digital Media Awards 2011 Shortlist  
Project name: Nike India/Bleed Blue

Tomorrow Awards 2013  
Project name: Nike/WeChat Passport

Cannes Lion Awards: Mobile Bronze 2013  
Project name: Nike/Win Against Element

One Show Awards: Final List Selection 2013  
Project name: Nike/Win Against Element

Tomorrow Awards 2013  
Project name: Nike/The Chance

Cannes international film festival: Short Corner selection 2011  
Project name: STEF'

Cannes international film festival: Short Corner selection 2015  
Project name: The Winter Solstice

## EDUCATION

Zhejiang Gongshang University ( CHINA )  
Graphic Design / Bachelor

EICAR international film school of Paris ( FRANCE )  
Directing & Screenwriting / Diploma

New York film Academy ( U.S. )  
Screenwriting / Certificate

## LANGUAGE

Mandarin / Native Speaker  
American English / working proficiency  
Cantonese/ Fluent



## HERE ARE A FEW THINGS WORTH MENTIONING

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*I am an independent art-based creative-cum- film director, working across advertising and film industry.*

*Regardless of being a creative veteran, I would say I am still a junior in my life. Having spent all those years following a monotonous routine while seeing others do ridiculous things and fuck up brilliantly, I felt as if I had never been an adolescent. I haven't even tried screaming loud out of a car window when it drives at a full speed. I am a film nerd who watch films but never drink.*

*I landed my career at advertising agency as an art director. Then I went off to study film-making in Paris, and then screenwriting in New York film Academy.*

*I believe that there is an amazing creator behind each and every piece of artwork, writing, photographs. What's in your mind, what you have been through, what you try to say, what matters to you, how you see the world, what happens in your imagination... All are essential to make every piece of work amazing. Amazing work impacts every one of us. It changes thoughts, ignites passion and pushes the boundary.*

*So here I am, to chase my adolescence back, making life less tedious.*