



## PROFESSIONAL EXPERIENCE

Jan '12 - Present **IDEO / Independent Visual Communication Designer** SF, Ca

- Independent contractor at a design company specializing in helping organizations innovate and grow.
- Analysis of complex data, synthesized into info visualization, UI/UX, layout, branding & motion graphics.
- Development of concepts using the design process and design thinking as a means of problem solving.

Oct '07 - Present **YO/RES DESIGN / Creative Director & Graphic Designer** SF, Ca

- Independent graphic designer / creative director based in San Francisco.
- Specializing in brand identity, infographics, UI/UX, layout, motion graphics, mobile apps, web & print.
- Clients highlight: Sutter Health / Image Design Works / Qfusion Labs / Molekule / Tidepool.

Aug '11 - Oct '13 **MX PRODUCTIONS / Graphic Designer & Art Director** SF, Ca

- Graphic Designer and Animator at a company specializing in interactive media for Hollywood film titles.
- Designer of mobile apps & film titles, intro animations & menus.
- Art direction, user interface design & ability to adapt a film's aesthetic and expand its visual language.

May '08 - Jul '10 **NOON / Graphic Designer** SF, Ca

- Working as a professional graphic designer in a San Francisco boutique design studio.
- Design of brand identities, campaigns, posters, books, catalogs, motion graphics & websites.
- Clients highlight: YBCA, ODC Dance & The San Francisco International Asian American Film Festival.

## SKILLS

**Media:** Print • Motion • Web • Mobile

**Software:** Adobe Creative Suite & more:

**Design skills:** Art Direction • Creative Direction • Concept Development • Branding & Identity • Design Thinking • UI/UX • Apps • Layout • Campaign Design • Motion Graphics • Infographics • Typography • Photography • Storyboarding • 3D • Book design • Image manipulation • Illustration •

Photoshop	oooooooooooooooooooo
Illustrator	oooooooooooooooooooo
In Design	oooooooooooooooooooo
After Effects	oooooooooooooooooooo
Figma/Sketch	oooooooooooooooooooo
Keynote	oooooooooooooooooooo
Cinema 4D	oooooo

## EDUCATION

Sep '04 - Dec '08 **CALIFORNIA COLLEGE OF THE ARTS / Graphic Design** SF, Ca

- Bachelor of Fine Arts degree in Graphic Design with high distinction honor.
- Award for Best Portfolio in the Transition to Professional Practice class.
- Cumulative GPA: 3.7

Jan '99 - Oct '99 **MESMER ANIMATION LABS / 3D Animation** SF, Ca

- Animation Certificate of Excellence at a 3D graphics animation school.
- Creation of demo reel with Softimage & Maya 3D software.