



EXPERIENCE

2007 – PRESENT

Art Director — TITAN ADVERTISING GROUP, Tybee Island, GA, USA.

(2008 – 2009 *Senior Designer*; 2007 – 2008 *Design Intern*)

Branding for City of Garden City, Durham, Southern Motors, Grapevine, Réve, Tubby's, etc., including cross-platform strategies, online & digital solutions, user interactive experiences, advertisements, brochures, packages and brand identity systems. Management of a design team.

2007

Teaching Assistant — SAVANNAH COLLEGE OF ART AND DESIGN, Savannah, GA, USA.

Developed teaching strategy & evaluation criteria, presented lectures & critiques, provided guidance, and aided in grading for senior level class.

2006, 2005

Freelances — BARNES & NOBLE, INC. Savannah, GA, USA; THE BLACK PRINCE DISTILLERY, INC. Clifton, New Jersey, USA.

Developed a cross-cultural, promotional campaign for Barnes & Noble to be implemented nationally.

Design selected amongst around 50 entries for Camaya brand coffee liqueur for The Black Prince Distillery. Released for real marketing.

2000 – 2004

Art Director — ADK – SHANGHAI FORTUNE ADVERTISING CO., LTD. Shanghai, China.

Duties involved concept building, including ads, web sites, posters, logos, TVC, packages, and CI designs, with directing over 10 designers.

1999 – 2000

Editor — OTV – SHANGHAI ORIENTAL TELEVISION STATION AD. BIZ CO., LTD. Shanghai, China.

Focused mainly on print publication for potential advertisers, including audience rating analysis report.

EDUCATION

2005 – 2008

Savannah College of Art and Design [SCAD], Savannah, GA, USA, *M.F.A., Graphic Design, Highest Honors*, GPA 3.84

2007

[SCAD], Savannah, GA, USA, *Certificate in Typeface design*

1995 – 1999

Fine Art College of Shanghai University, Shanghai, China, *B.F.A., Advertising Design*

EXPERTISE

Photoshop, Illustrator, InDesign, Dreamweaver [HTML, CSS], FontLab, Acrobat, MS Office, knowledge of Flash & JavaScript/jQuery.

Large-scale, concept-oriented branding and advertising strategies inducing detailed, visually-oriented design languages.

International design style communicating beyond cultural boundaries.

Human-centered design solutions with *sustainability exclusively* established for each project.

Fluent language skills in *English & Mandarin*.

EXHIBITIONS /PUBLICATIONS

“LicensArt” Logo Design Case Study, presented at *The Association of Free Community Papers Annual Conference [AFCP]*, Palm Springs, California, 2008

Chosen & showcased work in the *[SCAD] Catalogue*, 2008

Design work exhibited at *2007 SAVANNAH SECESSION*, outstanding student design show, [SCAD], 2007

Selected & participated in poster projects exhibited at *International Young Designers' Exhibition [YODEX]*, organized by Taiwan Design Center [TDC], Taiwan World Trade Center, Taipei, Taiwan, 2006 & 2007

The Posters of 2007 also *exhibited at Vernissage Exhibition*, SCAD-Lacoste, LaCoste, France, 2007

Selected & participated in poster projects exhibited at *International Design College Expo [DCE]*, organized by Korea Institute of Design Promotion [KIDP], Seoul, Korea, 2005, 2006 & 2007

The posters of 2005 also *presented at Sabanci University*, Istanbul, Turkey, 2005

ACTIVITIES /ACHIEVEMENTS

Selected & served on the “SMART DESIGN” Poster Project Design Committee, [YODEX], 2007

Also *designed the “SMART DESIGN” logo & Layout format* for the project, 2007

Member of *American Institute of Graphic Arts [AIGA]*, 2007

Member of *Art Directors Club [ADC]*, 2007

Committee member in “2007 SAVANNAH SECESSION” *design team*, selected as the top-seven students, [SCAD], 2007

Selected & served on the “INTERACTIVE PRINT: ENGAGE [IP]” Poster Project Design Committee, [DCE], 2007

Also *designed the [IP] logo* for the project, 2007

Selected & served on the “CHANGE THE WORLD” Poster Project Design Committee, [YODEX], 2006

AWARDS

Gold Award, Stationery Package (Garden City), *ADDY AWARDS*, American Advertising Federation [AAF], USA, 2010

Bronze Award, Stationery Package (Durham), *ADDY AWARDS*, [AAF], USA, 2010

Bronze Award, Stationery Package (Excelsia), *ADDY AWARDS*, [AAF], USA, 2010

Bronze Award, Logo Design (Garden City), *ADDY AWARDS*, [AAF], USA, 2010

Gold Award, Logo Design (Réve Surfaces), *ADDY AWARDS*, [AAF], USA, 2009

Silver Award, Logo Design (Grapevine Restaurant), *ADDY AWARDS*, [AAF], USA, 2009

Silver Award, Logo Design (KingdomLife Ministries), *ADDY AWARDS*, [AAF], USA, 2009

Silver Award, Advertisement (Zielenbach Photography), *ADDY AWARDS*, [AAF], USA, 2009

Silver Award, Menu Design (Grapevine Restaurant), *ADDY AWARDS*, [AAF], USA, 2009

Silver Award, Identity System Design (Réve Surfaces), *ADDY AWARDS*, [AAF], USA, 2009

Bronze Award, Outdoor (Grapevine Restaurant), *ADDY AWARDS*, [AAF], USA, 2009

Bronze Award, Invitation Series Design (City of Garden City), *ADDY AWARDS*, [AAF], USA, 2009

Nomination, Brochure Design (I.D.), *ADOBE DESIGN ACHIEVEMENT AWARDS [ADAA]*, Adobe Systems Incorporated, USA, 2008

Nomination, Poster Design (E-code), *[ADAA]*, Adobe Systems Incorporated, USA, 2008

Nomination, Brochure Design (A Logo's Birth), *SCADY AWARDS*, [SCAD], USA, 2007

The National Dean's List, USA, 2007

Honorable Mention, Book Design (Design Methodologies), *2007 SAVANNAH SECESSION*, USA, 2007

Silver Award, Package Design (X Fragrancy), *SCADY AWARDS*, [SCAD], USA, 2006

Silver Award, Newspaper Ad Campaign (Say No to Racism), *SCADY AWARDS*, USA, 2006

Silver Award, Web Site (Wren's Nest), *SCADY AWARDS*, USA, 2006

Highest Honors Scholarship, [SCAD], USA, 2006 – 2008; *Combined Honors Fellowship*, [SCAD], USA, 2004 – 2006

Merit award, *Chinese Advertising Annual 2002*, Shanghai, China, 2002