



EXPERIENCE

- 2011 – PRESENT *Senior Art Director* — ROCKETDOG NYC, New York, NY, USA.
Directing and leading a design team to create multi-layered design solutions, such as identities, ads, websites, and books, for iHome, MobiMunch, NowWhat Research, Stonehenge, TwoBoots, Classic Car Club, etc.
- 2007 – 2011 *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
The National Dean's List, USA, 2007
Honorable Mention, Book Design (Design Methodologies), *2007 SAVANNAH SECESSION*, USA, 2007
Silver Award, Newspaper Ad Campaign (Say No to Racism), *SCADDY AWARDS*, USA, 2006
Silver Award, Web Site (Wren's Nest), *SCADDY 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

REFERENCES

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