



## CONTACT

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## EDUCATION

Lehigh University  
Bachelor of Arts in Design  
Marketing Minor  
Graduated with High Honors  
09/2020 - 05/2024

## AWARDS

### Graphis Silver Award

*Douchee Pizza* ↗  
(Identity design)

### Graphis Honorable Mention

*Flos Dental Care* ↗  
(Identity design)

*All About Croissant* ↗  
(Website design)

### AIGA Issue Feature

*Douchee Pizza* ↗  
(Identity design)

## TECHNICAL SKILLS

Adobe Creative Cloud  
(Photoshop, Illustrator,  
InDesign, AfterEffect)  
Figma  
Visual Storytelling  
Procreate  
Rhino  
Blender  
Font Design  
Brand Development  
Prototyping  
Product Strategy  
Wire-framing  
English (Native)  
Mandarin (Native)

## DESIGN EXPERIENCE

### BOBBLEHAUS

Graphic Design + Marketing Intern

New York, NY

05/2023 — 08/2023

- Increased Instagram followers by 10.9% (from 11K to 12.2K) within two months through targeted content strategy and engagement for this New York-based sustainable streetwear brand.
- Organized in-store campaign events, established partnerships with consignment brands to boost visibility, while executing influencer outreach.
- Designed marketing materials, including sponsor decks, social media content and email templates, to support successful product launches.

Graphic Designer

09/2023 — 02/2024

- Created custom visual elements, including graphics, patterns, and logos, to strengthen brand identity.
- Developed visual systems for brand events and campaigns across digital platforms, ensuring design consistency and engagement.
- Delivered production-ready tech packs by digitizing and refining sketches, enabling seamless collaboration with production teams.

### LEHIGH UNIVERSITY THE NEURO SALON

Graphic Designer

Bethlehem, PA

06/2022 — 09/2022

- Directed the development of a university research project exploring creativity through neuroscience, increasing community engagement by organizing interactive workshops and art exhibitions.
- Designed and executed digital and print graphics for exhibition posters, resulting in heightened event visibility and audience participation.

### TAIYANGWA ILLUSTRATIONS

Book Illustration Intern

Xi'an, China

12/2021 — 01/2022

- Produced high-quality visual content for award-winning children's book publications along a team of 8 illustrators. Delivered versatile illustrations using pen and ink, watercolor, Procreate, and Adobe Illustrator.
- Enhanced storytelling and audience engagement through visually compelling illustrations, meeting diverse project needs.

### COLORFUL BFF NFT PROJECT ART DIRECTOR

08/2022

- Developed website and 20 digital artwork pieces for an LGBTQ focused and blockchain-based NFT project that provide representation and visibility for people who might not see themselves reflected in mainstream media or art.
- Used UI/UX design principles to create an intuitive and engaging user experience for the NFT platform.