

Junior graphic designer with 1.5 years of experience in branding and visual systems, driven by a strong passion for typography and digital experiences, and a curiosity to explore new creative challenges.

EXPERIENCE

Apr 2025–current
Freelance Graphic Designer
arnö studio
Pasadena, California

Created monthly commercial post layouts reflecting the client's brand tone, while proposing new visual ideas for Instagram posts, stories, and story covers to enhance overall aesthetic consistency.

Mar 2025–current
Freelance Creative Designer
VaporAviator_
Pasadena, California

Worked with clients in blockchain, AI, and emerging tech, creating modern brand experiences that balance aesthetics with strategy.

Jan 2024–Jun 2024
New Media Manager
Coosi Studio
Pasadena, California

Curated promotional content for the studio's social media account, increasing the studio's visibility. I managed their account on The Red Book, helping grow their following from 5K to 6K by curating engaging content to attract potential clients.

Jun 2023–May 2024
Graphic Design Intern
Coosi Studio
Pasadena, California

Assisted a team of creative directors, contributing to the development of brand identities for various clients. Focused on developing visual patterns and brand application.

Sep 2023–Dec 2023
Teaching Assistant
ArtCenter College of Design
Pasadena, California

Generative Typography: Zeke Wattles
Provided individual instructions to meet the needs of each student. Gave suggestions to make students' code generation-based visuals more effective.

Jan 2023–Apr 2023
Teaching Assistant
ArtCenter College of Design
Pasadena, California

Communication Design 2: Guillaume Wolf
Aided instructor with students' zine projects and provided creative feedback. Critiqued students' work on graphic design aspects and provided notes on midterms and final presentations.

EDUCATION

Sep 2020–Dec 2024
Bachelor of Fine Arts in Graphic Design
ArtCenter College of Design
Pasadena, CA

EXPERTISE

Strong working knowledge of:

InDesign, Photoshop, Illustrator, Acrobat, Figma, p5.js, Glyphs, Discord, Google Slides, MadMapper, Cargo

Familiar with:

After Effects, Cinema 4D, Squarespace, Keynote, Procreate, PowerPoint, TouchDesigner, Excel, Miro, Webflow

Skills:

Brand identity development, logo design, poster design, visual system design, generative design, creative coding, font design, photography, auto repair, snowboarding

Languages:

English (fluent), Mandarin (native)

RECOGNITION PROFESSIONAL

2025

Professional DNA Paris Design Awards 2025
Winner in Graphic Design/UX Design

A' Design Award and Competition
Graphics, Illustration and Visual Communication Design

NY Product Design Awards 2025
SilverWinner: User Experience (UX)

MUSE Design Awards 2025
Gold Winner: Conceptual Design

RECOGNITION STUDENT

2025

Graphis New Talent Awards
New Talent Awards 2025 Gold
New Talent Awards 2025 Honorable Mention

2024

International Design Awards (IDA)
Non-Professional GRAPHIC DESIGN
Honorable Mention

London International Creative Competition (LICC)
Shortlist

Creative Communication Awards (C2A)
Winner Branding - Logo design
Winner Branding - Brand identity

Non-Professional DNA Paris Design Awards 2024
Winner in Graphic Design/Typography

Graphis New Talent Awards
New Talent Awards 2024 Silver

BYAA Collectives Design Award
Young Professional Student Award