

RECOGNITION

"This Week on Cargo" 2025, Issue 346
Featured my portfolio website

Dwelling Space (Website Design)

Type Directors Club 2025, Communication Design, Shortlist
Young Ones Portfolio 2025, Shortlist

Place, Practice, Performance (Book Design)

Type Directors Club 2024, Communication Design Award
ADC Young Ones 2022 Annual Awards, Merit Prize
Communication Arts 2024, Design Competition Winner
Core 77 Design Awards 2024, Student Notable

Glenstone (Brand Identity Design)

Type Directors Club 2022, Communication Design Award
ADC Young Ones 2022 Annual Awards, Shortlist
Communication Arts 2022, Design Competition Winner
Graduate 360, Graduation Work of the Year, 2022

Playground Projects (Brand Identity Design)

Type Directors Club 2022, Communication Design Award
ADC Young Ones 2022 Annual Awards, Shortlist
Graduate 360, Graduation Work of the Year, 2022

Odyssey (Typeface Design)

Core 77 Design Awards 2024, Student Notable

Mount Wilson Observatory (Brand Identity Design)

Graphis New Talent Award 2022, Platinum
Communication Arts 2022, Design Competition Winner

Spector Books (Visual Identity Design)

Graphis New Talent Award 2022, Gold

Rong (Brand Identity Design)

ADC Young Ones 2022 Annual Awards, Shortlist
Graphis New Talent Award 2022, Silver

2023–Present

ArtCenter Graduate Continuing Scholarship
ArtCenter Graduate Scholarship

EXPERTISE

Strong working knowledge of:

Adobe InDesign, Illustrator, Photoshop, After Effects, Premiere, Media Encoder, Figma, Cinema 4D, Miro, Glyphs, Basecamp, Keynote, Pages, Word and Powerpoint

Familiar with:

Redshift, X-Particles, Midjourney, Processing, Cursor, Claude, p5.js, MadMapper, HTML, and CSS

Languages:

Fluent in English and Native in Mandarin

EXPERIENCE

07/2025–Present

Freelance Graphic Designer

Massive Assembly, Remote

Collaborated with the studio's design team on branding direction for a global esports client, developing visual directions for digital experience and identity design.

06/2025–Present

Visual Designer, Contract

Two Things, Remote

Worked on visual design within a product design team for a global client in the entertainment industry. Led art direction across web and app experiences, translating UX strategies into cohesive visual systems. Contributed motion and code-based assets to support development of a new digital experience.

01/2024–04/2024

Teaching Assistant

ArtCenter College of Design, Pasadena, CA

Aided in Advanced Transmedia Studio, a course focused on book and interactive installation design. Helped students with conceptual ideas and creative questions during and after class. Provided feedback and critiques to the students throughout project development.

12/2023–02/2024

Freelance Graphic Designer

Client: Megan Bowker, Remote

Collaborated with creative directors on product launches in the food industry, focusing on cohesive packaging, brand identity, and art direction.

03/2022–08/2022

Graphic Design Intern

Pentagram, New York, NY

Worked with Natasha Jen's creative team on the development and implementation of design requirements, including brand identity, brand strategy, user interface and motion for clients including Google, Light-matter, and Center for Architecture.

06/2020–09/2020

Graphic Design Intern

RELATED DEPARTMENT, Shanghai, China

Worked with creative team to develop brand identities, editorial design, web design and product photography for artists and events. Participated in the 2020 Shanghai abC Art Book Fair, assisting with the development of visual identity for book publisher Page Bureau, overseeing product production, organizing the display setup and managing sales.

EDUCATION

09/2023–04/2025

ArtCenter College of Design, Pasadena, CA, USA

Master of Fine Arts in Graphic Design

Specialization in Brand Design, Web Design, and Motion Design

09/2017–12/2021

ArtCenter College of Design, Pasadena, CA, USA

Bachelor of Fine Arts in Graphic Design