
Education **University of Texas at Austin** May 2023

Bachelor of Business Administration: Marketing & Canfield Business Honors
Bachelor of Arts: Plan II Honors (Humanities)

Work Experience **Co-Founder & Designer** December 2022 – Present

LOREM IPSUM ([loremipsum.site](#)) – Dallas, TX

- Created a luxury accessories brand and designed a collection that infuses technology and storytelling into traditional jewelry and leather-making
- Directed website design (CSS, Cargo), product packaging, and multi-platform ad campaigns while overseeing design timelines and budgets
- Rendered and prototyped 7 designs using Blender to maximize quality through additive manufacturing, reducing production and lead times by 40%

UX Design Intern June – August 2022

Omnicom Health Group / Harrison & Star – New York, NY

- Prototyped 5 web & mobile user interfaces for Pfizer & Gilead to improve experiences for 15K+ Covid-19 patients in 50 countries
- Wireframed 4 redesigns of the agency's website based on user research interviews conducted with prospective Pharma clients
- Designed packaging and promotional material for 2 new respiratory medications using Adobe XD and Figma, ensuring FDA compliance

Creative Director & Designer August 2019 – May 2022

SPARK Magazine – Austin, TX

- Led and creatively directed 200+ staffers to produce 700 pages of editorial content for 60+ fashion stories across 4 print issues
- Oversaw the conception and production of all visual content for biannual issues, website, and social media with a annual readership of 25K+
- Facilitated 16 interactive workshops and 4 sponsored events (BeReal, NYX Cosmetics, Dispo) to recruit and develop 120 new creatives

Design Intern June – August 2021

Fierce Whiskers Distillery – Austin, TX

- Developed 18 social media templates, new spirit bottle packaging, and merchandise to increase sales by 35% and elevate brand storytelling
- Grew an organic audience of 3K+ followers over 3 months on Instagram by unifying graphics, multimedia, and copy using Creative Suite
- Spearheaded collaborations with 8 local vendors and organized press coverage for the distillery's grand opening (Eater, Austin Chronicle, KXAN)

Skills

- **Design:** After Effects, Blender, Figma, Illustrator, InDesign, Photoshop, Sketch, XD
- **Technical:** Agile, HTML/CSS, JavaScript, MS Suite, PHP, Python, RStudio, SQL
- **Languages:** Mandarin Chinese

Awards & Honors

- **2022 Multicultural Advertising Internship Program (MAIP) Fellow** – UI/UX Design
- **Blackstone LaunchPad Startup Grant Recipient** – \$2000, Design/Creative
- **UT George Mitchell Award for Academic Excellence** – 2nd Place, Design/Creative