

EDUCATION

School of Visual Arts, New York / Expected Graduation, 2025
Bachelor of Fine Arts, Design

SKILLS

Design Tools

Adobe Illustrator, Photoshop, InDesign, After Effects, Lightrooms, Figma

VFX Generative Tools

TouchDesigner

Design Fields

Brand Strategy, Visual Identity, UI/UX Design, Packaging Design, Poster Design, Typography Design

WORK EXPERIENCE

An Heyan Beauty, Shanghai, China / Jun 2024 - Jan 2025

Social Media & E-commercial Designer · Remote

- Designed Social media post visuals and E-shop product detail pages aligned with brand identity. Delivered and launched 3 finalized design packages. Achieved 5k+ engagements on Social Media.
- Collaborated directly with other departments to refine visuals through multiple feedback rounds, ensuring each set was published.

TASAKI, Shanghai, China / Jun 2024 - Aug 2024

Marketing Intern · On site

- Participated in the organization of brand's 70th anniversary exhibition, assisting with media and celebrity reception as well as on-site shooting coordination.
- Tracked celebrity exposures feedback across media and social platforms. Organized weekly reports on product placement and generated basic market insights to support campaign evaluation.

Audigent, New York, USA / Jun 2024 - Aug 2024

Freelance Designer · Remote

- Designed a full promotional material package for Genesis Diamonds' GIA Week, including social media assets, website banners, and in-store posters.
- Created a poster series for Italian jewelry brand Demeglio.

TADASHI SHOJI, Shanghai, China / Jun 2023 - Aug 2023

Visual Designer Intern · On site

- Retouched and color-corrected 150+ product ghost photos using professional software to enhance visual quality and consistency.
- Assisted in executing sample shooting sessions, including location setup, lighting adjustments, and post-production editing to ensure imagery met brand standards.
- Designed 2 lookbook covers for new collection's launching.

CERTIFICATES AND AWARDS

Graphis New Talent Awards 2025

Gold & Honorable Mention

Graphis New Talent Awards 2024

Silver

School of Visual Arts High Term Honor 2022-2025

INSIDE LVMH Certificate

Systematic study of brand strategy, retail operations, and customer experience optimization to drive brand value and loyalty in luxury markets.