

PROFESSIONAL EXPERIENCE

Adasia Communications, Inc., New York, NY

Senior Art Director: Interactive, Print, TV, Collateral, Direct Mail, Events
3/1/10–Present

Clients: Verizon Telecom, Verizon Wireless, Subaru, PNC Bank

- Manage quarterly brochure and various merchandise collateral pieces utilized in Verizon Wireless retail outlets
- Interview, supervise and train junior designers; coordinate vendors with mechanical delivery; quality control and press checks
- Led design and execution of Verizon Telecom FiOS Triple Play island ad campaign, and achieved Gold at 2011 Summit International Awards
- Within one week, co-developed concepts and storyboards with 2 other team members for 2011 Subaru Legacy spot TV which was later featured for social marketing on Subaru's official YouTube channel
- Developed, presented and executed complete 2010 Verizon FiOS campaign within a month that achieved best performance in 2010 with additional 2,272 responses in YTD call volume
- Led design and execution of 2011 Verizon Asian Lunar New Year integrated campaign (event)

Junior Art Director: Interactive, Print, TV, Direct Mail

3/1/08–3/1/10

Clients: Verizon Telecom, Subaru, PNC Bank

- Led necessary creative adaptation of general market materials and employed unique Asian insights to address multicultural target audience
- Coordinated with producer on schedules and invoices for TV production
- Developed and executed online and offline campaigns: Landing Page, Display Banners (flash), Print, Direct Mail

Freelance Designer / Illustrator: Interactive, Collateral, Print

5/1/05–Present

Clients: Atlantic Sea Kayakers, Community Resource Exchange, Elisa D'Arrigo, Judith Murray, Marthe Keller, Robert Yasuda, Style Bar Spa, Tracy Turner Design, Inc.

- Manage client relation and provide visual solutions, schedules and workflow
- Develop, implement and update websites (HTML, SHTML and PHP),
- Design and illustrate promotional materials: annual brochure/postcards, seasonal event prints

Elizabeth Harris Gallery, New York, NY

Designer / Administrative Assistant: Interactive, Print, Collateral, Events

9/1/05–2/28/08

- Established organization system with the gallery director which standardized website maintenance, artwork archiving and show opening at minimum cost
- Led design and execution of the gallery website, price lists, show announcements and print ads
- Governed mailing list, art handling and assisted the director with public/art dealing

VOLUNTEER EXPERIENCE

Animal Haven, Animal Control & Care, ASPCA, New York, NY

Dog & Cat Companion

6/25/2011–Present

- Received certificate in canine training including Dog Behavior, Body Language & Handling, General Medical and In Shelter Assessment
- Certified in Yellow Dog Handling (Green being mild while Yellow indicates some behavioral problems)
- Feed, water and socialize with animals, walk dogs, clean kennels, assist shelter staff with the public and coordinate events

Liberty Humane Society, Jersey City, NJ

Equine Therapy Caregiver

9/26/2010

- Guarded the safety of autistic children during equine therapy and interacted with the horses

SKILLS

Mac/PC Proficient: Adobe Creative Suite, front end HTML/CSS/JS, Dreamweaver, Microsoft Office

Have knowledge: After Effects, Flash, Autodesk MAYA and 3Ds Max

Bilingual: Chinese Mandarin (Shanghai Wu Dialect) and English

EDUCATION

The School of Visual Arts, New York, NY

9/2001–5/2005

Bachelor of Fine Arts, Illustration

GPA: 3.46/4

4-Year Daisy Remer Belin Scholarship (2001–2005), Dean's List (Spring 2004), Dean's List (Fall 2002)

RELATED COURSE

NYU School of Continuing and Professional Studies, New York, NY

11/13/2010–12/18/2010

Strategies for Delivering Effective Marketing Presentations

HONORS & AWARDS

Gold at 2011 Summit International Awards