

PROFESSIONAL EXPERIENCE

UNIQLO, Marketing & Branding Designer, New York, NY **08/2022 – PRESENT**

Digital visual design and print design for UNIQLO USA & UNIQLO CA. Designed print collateral for in-store marketing as well as special donor events and charitable initiatives such as Save The Children and Ocean Conservancy. Copywriting for brand cohesion.

- Utilized A/B testing to optimize subject lines, headlines, images, and calls-to-action to improve the performance of email campaigns by 20%.
- Rebranded the most recent iconic brand design for the UNIQLO USA Apple app store #139th most downloaded app.
- Designed & coded responsive HTML email templates that were optimized for different email clients, resulting in a 10% increase in mobile opens.
- Utilized analytics to measure and optimize the performance of branding campaigns, resulting in a 20% increase in engagement for paid social.

VARIOUS, Brand & Product Designer, Remote **04/2021 – 08/2022**

Created interactive online content and maintained smooth user interface for new communication designs including but not limited to responsive website redesigns, digital content ads, event promotions, and print collateral.

- AllCampus: Digital information design for US universities. Rebranding informational collateral and presenting visuals for approval with clients.
- Translation LLC.: Produced content that best represented the company's brand, aesthetic for website relaunch.
- GAIA Real Estate: Design rebuild of company website. Re-envisioning the brand. Created new web based interactive solutions.
- Commercial Observer: Created event marketing material, including paid banner ads, social media, print collateral, presentation decks.

HONGKUN USA, Graphic Designer, New York, NY **10/2018 – 10/2020**

Directed corporate branding strategies, website, logo design, brand guidelines, social media, corporate brochures, invitations, newsletters for a US-based Chinese luxury real estate developer. Initiated collaboration with domestic and global marketing directors to orchestrate a cohesive strategy to increase overall social media engagement by >30%.

- Collaborated with cross-functional teams to develop marketing campaigns that leveraged WeChat's social and e-commerce features to increase conversions and sales, resulting in a 15% increase in lead generation.
- Led a team of designers to create visually compelling and effective marketing campaigns that aligned with the company's overall marketing strategy and goals.
- Pitching, to stakeholders, leadership and consumers (B2C), visual brand identity presentations for forthcoming multi-million dollar development projects.

QUARTZ CREATIVE, Interactive Digital Designer, New York, NY **05/2018 – 10/2018**

Conceptualized and ideated innovative interactive storytelling promotional material for B2B clients such as, Meta, Signal, Barilla, Accenture, David Yurman, SAP, and AT&T. Built interactive designs, bulletins, banner ads, traffic drivers, social media images, and style guides.

- Developed and executed interactive campaigns that leveraged social media, resulting in a 25% increase in brand awareness and engagement.
- Produced dynamic graphic design, illustrations, copywriting and UX/UI design to complete compelling digital interactions.
- Drove innovation within design for Workplace by Meta (formerly Facebook) being the first ever launch for the application.

SURFACE MODEL MANAGEMENT, Brand Designer, New York, NY **06/2015 – 01/2018**

Controlled the conceptual development of websites and interactive digital marketing materials such as banner ads, landing pages, and other marketing materials in a fast-paced agency. Duties included prototyping in HTML and CSS, graphic design, UX/UI design, in coordination with other development teams.

- Successfully rebranded and developed a new visual identity for a modeling agency, resulting in a 30% increase in client acquisition and retention.
- Formulated a social media design strategy leading to 30% increase in new clients.

EDUCATION

ROYAL COLLEGE of ART, Digital Direction, London, UK

Master of Arts. Narrative storytelling, collaborative, critical and experimental media production, creation and design practice.

PARSONS SCHOOL of DESIGN, Design and Technology, New York, NY

Bachelor of Fine Arts. Design problem solving by remixing software, hardware, art, & design in creative ways.

PRODUCTIONS + EVENTS

Commercial Observer Financial Forums | Royal College of Art MADD Graduate Exhibition | IRCAM – Pompidou Centre, Paris, France | Taylor Swift – “BAD BLOOD” Music Video | Taylor Swift 1989 World Tour | Beyonce World Tour – Parkwood Entertainment | Beyonce – “Mine” Music Video | Nike – Hyperschool Sport Research Lab | Batman – 75th Anniversary Cape / Cowl / Create | Tech In Motion – Wearable Technology Fashion Show

SKILLS

Creative Direction – Branding, Logo Design, Corporate Identity, Presentation Design, Typography, Powerpoint Decks, Microsoft Office, CRM

Emerging Media Technology – XR, Virtual Reality, Augmented Reality, Cinema 4D, Spark AR, Blender, Unity, 3D modeling

Adobe Creative Suite – Illustrator, Photoshop, InDesign, Dreamweaver

Web Development – HTML, CSS, CMS, SquareSpace, WordPress, Figma, Wireframes, User Experience design, User Interface design

Photography – Storyboards, Production, Photo retouching, Video editing