



Industrial. Branding. Experience.
Designer / Strategist

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Experience

Libra Pacific Co - Shenzhen, CN | Product Management Associate

Sep 2015 - Present

Manage and create household products from roll-out plans to production. Mentored creative design process in lifestyle fashion. Manage quality control with different factories. Future trend development. Conducts business and design presentation to clients (Target, Crate & Barrel, Pottery Barn, JC Penny, Macy.)

Teaching Assistant - ArtCenter, CA | Digital Illustration

May - Sep 2014

Critiqued and mentored students in concept design, visual representation, storyboarding, Adobe Photoshop and Illustrator assistance, and presentation techniques.

Madworkshop - Santa Monica, CA | Outdoor Public Furniture Design

May - Sep 2015

To design and redefined outdoor public experiences, Creating a installation that included concept development, UX mapping, prototyping, and trend research.

Light x Shadow - Study away team program with KISD. Cologne, Germany | Commercial Lighting Design

May - Sep 2017

Redefined Interior and experience lighting design from behavioral research, design thinking, prototype to final deliverable. Flow, A family of products that help people to relax and achieve inner balance.

ACBA President x ACCSA Club Vice President

May - Sep 2019

Leading and host professionals and young designers to understand the TALKS in "business of design."

Education

Art Center College of Design Pasadena, CA | Product Design

2015 - Anticipate Graduation Dec 2020

Art Center College of Design Pasadena, CA | Photography Studies

Sep 2013 - Jan 2015

Xue Xue Institute Taipei, TW | Entrepreneur and Design Thinking

Sep - Dec 2014

Recognition

Cadence | IDSA Finalist | Spark Bronze Winner

2016 Design Award Participant

English dressage saddle that creates fluent harmony for competitive rider

Ventus | MOCA Furniture Featured Designer Exhibition

Dec 2015

A museum installation that embrace people to wonder, observe, and engage the environment around them.

Art Center College of Design Main Gallery

Cadence Dressage Saddle | 2016

Movie Batmobile Concept | 2015

MoMA home decor series | 2014

Strength

Innovation strategy
Business language
Branding strategy
Creative thinking
Manufacturing Capabilities
Inspiring aesthetics
Concept development
Ideation prototyping
Visual communication
Photography Imaging
UX / User centric Design

Attributes

Futuristic
Strategic
Innovative
Inspiring
Entrepreneur
Focused
Leadership

Software

Photoshop
Illustrator
Aftereffects
Indesign
Solidworks
Rhino
Keyshot

Language

English - Fluent
Mandarin - Native

DNA

Nurturer
Design Matters
Social Bonding
Story Teller
Photographic Imaging
Relentless Traveler
Business Opportunities
Technological Trends
Immersive Experience
Classical Music
Space Theory
Time Pieces