



Objective

Motivated designer passionate about graphic design and clear user interfaces seeking a position to apply my experience in the field of interactive media while leveraging my efficient multi-tasking, strong organization skills, and diligent work ethics both cooperatively and independently.

Experience

UI DESIGNER

DISNEY INTERACTIVE

PALO ALTO, CA, MAY 2011-MAR 2014

- » Designed new and improved UI to streamline engaging gameplay on both iOS and Android mobile devices for titles such as Marvel Avenger's Alliance.
- » Determined style guides for setting the overall look at feel of our mobile games.
- » Collaborated closely with designers and front end engineers in-house and in India to polish the games in XCode and CocosBuilder.

GRAPHIC DESIGNER

LONG BEACH STATE ATHLETICS

LONG BEACH, CA, SEP 2010-PRESENT

- » Further strengthened Long Beach Athletics' brand identity.
- » Responsible for conceptualizing and creating promotional posters, flyers, magazine covers, and postcards.

FREELANCER

INDEPENDENT CLIENTS

WORLDWIDE, 2006-PRESENT

- » Illustrated concept/game art, and character designs for international clients.
- » Created a flyer for Gerdau, leading company in the production of long steel.
- » Designed flyers, programs, websites, and apparel for UCLA Yukai Daiko, Chinese Student Association, and Japanese Animation Club.

CURATOR ASSISTANT

BROAD ART GALLERY

LOS ANGELES, CA, 2010

- » Installed the Gadget OK! exhibition featuring the exploration of connecting art, design, technology, science and entertainment.
- » Served as point of contact for students, faculty and visitors attending the show.

MARKETING DESIGN INTERN

UCLA ATHLETICS

LOS ANGELES, CA, 2009-2010

- » Generated ads and flyers on a weekly basis for the Athletics Marketing Director.
- » Designed print media to effectively execute marketing strategies such as sports brochures, posters for the biggest match of the year, banners that were advertised on buses, and baseball trading cards.

DESIGN INTERN

TOKYOPOP, INC.

LOS ANGELES, CA, 2008-2009

- » Created print and flash ads to be packaged for publishing.
- » Laid out and updated book covers and sell sheets.
- » Developed digital stamps, icons, and tickets for their booth at the NY Comicon.

MARKETING REP

ADOBE SYSTEMS, INC.

LOS ANGELES, CA, 2006-2007

- » Represented Adobe on campus to promote Adobe CS3.
- » Independently marketed and outreached to student groups, generating increased awareness of the new suite.

EVENT PLANNER

FREMONT TEEN CENTER

FREMONT, CA, 2005-2006

- » Organized Graphic Novel & Manga Expo for City of Fremont.
- » Planned and illustrated murals and flyers for the event.
- » Coordinated panels, performances, and serviced attendees.

Skills

- TECHNICAL **Expert in Adobe CS6:** Photoshop, Illustrator, Flash, Fireworks
In-Depth Knowledge: HTML, CSS
Basic: XCODE, CocosBuilder, Maya
- LANGUAGES **Fluent:** English, Cantonese
Conversational: Mandarin, Japanese

Education

UNIVERSITY OF CALIFORNIA
LOS ANGELES (2006-2010)

MAJOR **Design | Media Arts**
MINOR **Asian Languages (Japanese)**