

／ **Education.**

M'des. Graphic Design

UNIVERSITY OF ILLINOIS AT CHICAGO
2011-2013, CHICAGO, IL

B.A. Information Communication

YUAN ZE UNIVERSITY
2004-2008, TAU YUAN, TAIWAN

／ **Awards.**

Honorable Mention

4A ADVERTISING AWARD
2017, TAIPEI, TAIWAN

Annual Star

OGILVY & MATTHEW(H&O)
2016, TAIPEI, TAIWAN

\$20,000 U-START Award

EDUCATION DEPARTMENT OF THE GOVERNMENT
2011, TAU YUAN, TAIWAN

Honorable Mention

RAVINIA MUSIC POSTER COMPETITION
2013, CHICAGO IL

／ **Creative fields.**

RWD WEB DESIGN
WIREFRAME
PROTOTYPING
IOS&ANDRIOD UI DESIGN
HTML5&CSS3 CODING
ART DIRECTION
SOCIAL CONTENTS
EMAIL NEWSLETTER
ONLINE ADS&BANNERS
LOGO&BRAND APPLICATION
PRINT APPLICATION

／ **Work Experience.**

Ulta Beauty — UX & Visual Designer

2017-NOW / CHICAGO, IL

Improve and re-design apps based on user research, data, and usability-tests. Conceptualize and design responsive websites with best practices and style-guides. Develop ideas and art-direct photo-shooting for marketing applications including landing pages, headers, and banners.

Ogilvy&Mather(H&O) — Senior Web Designer(UX&UI Design)

2015-2016 / TAIPEI, TAIWAN

Organized, structured, and labeled content to make sitemaps and wireframes. Made user-friendly UI with high-fidelity comps, sometimes prototypes. Conceptualized ideas and participated in presentations to win pitches for the company.

Pumpkin Creative — Creative Designer(Print&Web Design)

2014-2015 / TAIPEI, TAIWAN & JAPAN

Improved brand-experience of the corporation by re-designing logos, brand guidelines, print applications, and the website. Built a new website. Host exhibitions and designed keyvisuals with brand applications.

Odoco Agency — Senior Web Designer(UX&UI Design)

2013-2014 / TAIPEI, TAIWAN & SINGAPORE

Defined and interviewed users to verify the business goals. Created the structure of websites, made sitemaps and wireframes. Generated creative ideas for visualization. Designed responsive websites and online ads for corporations. Worked closely with the programming team and helped code html5&CSS3 when needed.

5406 — Founding Member, Creative Designer(Print&Web Design)

2009-2011 / TAU YUAN, TAIWAN

Designed website and composed design guidelines. Updated and maintained creative contents. Designed logo, namecards, and other brand applications.

Albert Len Design Co., Ltd. — Web Designer

2008-2009 / TAIPEI, TAIWAN

Developed ideas with a creative team. Designed and resized animated ads. Designed email newsletters. Coded html pages. Crafted icons.

／ **Tools.**

SKETCH	TUMULT HYPE	ADOBE ILLUSTRATOR	ADOBE INDESIGN
INVISION	GOOGLE WEB DESIGNER	ADOBE PHOTOSHOP	ADOBE ANIMATE