



EXPERIENCE

ADIDAS, GLOBAL BRAND DESIGN

Portland, OR Jun 2019 - Dec 2019
Graphic Design Intern

- Spearhead Creative Direction and execute visuals for women's basketball project, She Got Next.
- Design graphics and strategize creative direction for FW19 Global Retail, Streetball Challenge LA, 2020 Brand Direction, FW21 Product Campaign, and 2020 Product Photography Direction.
- Received 1st place in Intern Hackathon.

EXPAT SOCIETY, INC.

Los Angeles, CA Sep 2017 - May 2019
Creative Director

- Led and executed all digital marketing and creative direction efforts across digital platforms for Expat branches in LA, Georgetown, and Boston.
- Self-taught Adobe After Effects to optimize digital content and created record high engagement with up to 50% increase in event RSVPs.

ISOBAR, DENTSU AEGIS NETWORK

Shanghai, China Jun 2018 - Jul 2018
Creative Intern

- Designed posters and WeChat H5 graphics for new product campaigns for KFC, Estée Lauder, and Isobar Entertainment Marketing Solutions.
- Collaborated with Isobar Entertainment Marketing Solutions to craft pitch decks for Qi Energy cosmetics and strategize a rebrand for Chinese band, Little Tiger.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

Los Angeles, CA Class of 2019
BA: Communication, 3.86

Minors: Communication Design, Marketing

HONORS: Phi Beta Kappa Honor Society, 4-Time Academic Achievement Award Recipient, Renaissance Scholar

ACCENT INTERNATIONAL STUDY CENTER

London, UK Jan 2018 - May 2018

TROJAN MARKETING GROUP

Los Angeles, CA Jan 2016 - May 2018
Founding Member; Designer

- Mentored new members in creating pitch decks, mock ups, magazine layouts, and logo designs for clients including United Nations, Kaydabi, Meals for Refugees, Generator Hostel, and TRX.
- Received nomination for USC's "Most Outstanding Organization".

TEAM EPIPHANY

New York, NY Jul 2017 - Aug 2017
Intern

- Conducted campaign recaps, social tracking, and influencer research for JBL, Kiehl's and Heineken accounts to track progress and provide marketing insights.
- Assisted in event production for HBO, Nike, Warner's 2017 Grammy's After Party, and Heineken + Pool.

ARCADE AGENCY

Shanghai, China June 2016 - Aug 2016
Creative Intern

- Collaborated with strategy team in market research, market analysis, and creative briefs for clients, Comfort and Lipton.
- Co-designed pitch deck layouts and visual assets including a pitch winning deck for Comfort.

SKILLS + INTERESTS

SKILLS + LANGUAGES

Adobe Illustrator	Adobe Photoshop
Adobe InDesign	After Effects
Keynote	Microsoft Office
Google Suite	English
Mandarin	Cantonese
French	

INTERESTS

Sneakers, Film Photography, Basketball, Travelling, Streetwear, Fried Chicken

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