

✂ PROFESSIONAL EXPERIENCE

Creator of The Fluff Crate (July 2020- Present)

- Research and create business plans, develop marketing strategies, oversee daily activities, process orders, and manage finances.
- Design prints and patterns for products (pet bandanas, blankets, and phone cases)
- Create contents for website (www.thefluffcrate.com), social media, and paid advertisements.
- Communicate with vendors about pricing, integrations, and shipping.
- Reach out to potential influencers for collaborations.

Packaging/ Graphic Designer (February 2019- February 2020)

Argento SC by Sicura Inc. | New York, NY

- Performed research and analysis to identify packaging trends and concepts for new products.
- Created, managed and executed all aspects of packaging designs from concept to completion including brainstorming, prototyping, finalizing artworks and proofing.
- Coordinated with cross functional teams to manage specs turnover, development status, and final hand-off to production.
- Prepared tech packs and instructions for suppliers and productions.
- Photoshopped product images and create product CADs for presentation and catalogs.

Graphic Designer (November 2016- February 2019)

Sebastien Grey Clothiers | New York, NY

- Designed all marketing materials: business cards, thank you cards, brochures, product packaging for accessories and store signs.
- Responsible for creating email campaigns 3-4 times per week with MailChimp to increase customer engagements.
- Created social media campaigns, newsletters and in-store promotions to increase in-store and online revenue.
- Prepared tech packs and designed patterns for men accessories and garments for production.
- Managed and updated company website to provide a positive experience for both mobile and desktop users.
- Assisted Photographers in styling, photographing and editing images for company website and all other marketing materials.

Jr. Graphic Designer (January 2016- October 2016)

Perfect Choice Trading Inc. | New York, NY

- Assisted Senior Designer in designing brochures, flyers and promotional signs to increase public exposure.
- Created weekly promotional marketing newsletters to send out to existing and potential clients through MailChimp.
- Performed research for company blogs and writing creative posts twice a week.
- Updated social media every week on platforms such as: Facebook, Twitter, Instagram and Pinterest.
- Designed banners and performed minor updates on company websites using HTML and CSS to improve performance and customer experience.

🖱 SKILLS

Adobe Photoshop	<div><div></div></div>	Packaging Design	<div><div></div></div>
Adobe Illustrator	<div><div></div></div>	Figma	<div><div></div></div>
Adobe InDesign	<div><div></div></div>	Typography	<div><div></div></div>
Adobe Lightroom	<div><div></div></div>	UX/UI Design	<div><div></div></div>
Adobe XD	<div><div></div></div>	Photography	<div><div></div></div>

Languages

English — *Fluent*

Chinese (Cantonese) — *Conversational*

Chinese (Mandarin) — *Conversational*

🎓 EDUCATION

Baruch College | New York, NY

Bachelor of Arts (June 2015)

Major: Graphic Communications

Minor: Photography

Courses: Design & Advertising Layout, Typography, Branding Design, Publication Design, Print Production & History, Basic Photography