

design skills

Mobile Design
UI & UX Design
Creates Wireframes
Editorial Design
Photo touching
Advertising Design
Corporate Identity
Typography
Logo Design

technical skills

Photoshop
Indesign
Illustrator
Acrobat Professional
Microsoft Office
Dreamweaver
Wordpress
After Effects
Flash

languages

English
Mandarin
Cantonese
Malay

education

B.S in Animation & Design
City College, New York
Enrolled in the CUNY BA Program
Graduated Magna cum Laude 2007
(GPA 3.65)

honors

Dean's List 2003 - 2007
Member of PHI THETA KAPPA

contact

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 www.xtrasmalling.com

experience

08.2010 - Present // *Diversion Media, New York*

MOBILE & WEB DESIGNER (freelance)

- Creates mock-ups and wireframes for website, CMS and iPhone app.
- Designs visual graphics for Smartphones' apps.
- Communicates with developers to coordinate creative execution and UI design of certain iPhone apps and CMS.
- Ability to work under pressure, and to consistently delivers projects on time.

06.2006 - Present // *New York*

GRAPHIC DESIGNER (freelance)

- Stationary design such as brochure, invitation card, menu, catalog, poster, DVD cover and DVD label.
- Creates corporate design and produced ad campaign strategies for a variety of products and services.
- Designs graphics, logos, Flash animation and banners for websites.

02.2008 - 03.2010 // *Citywide Media, New York*

SENIOR GRAPHIC DESIGNER

- Designed thumbnails, roughs, and final advertising, in both digital and printed formats.
- Coordinated with marketing teams to interpret client needs in a coherent and constructive format for the creative development of the project.
- Created media kit packages targeting Asian American market.
- Designed several magazines covers and their inside articles, clients Ads.
- Worked with production team to ensure integrity of design in final deliverable.
- Experienced working with RGB and CMYK work flow, strong color management.
- Attended company strategy meetings and contribute to setting creative strategy.
- Managed daily work flow of projects between art, copy and production.

06.2005 - 02.2008 // *Borough of Manhattan Community College, New York*

PRODUCTION ASSISTANT

- Played a key role in the production team, editing and preparation of videos and audios.
- Programed and designed stand-alone multimedia kiosks about academic programs.
- Responsible for designed promotion items of CUNY Proficiency Exam (CPE).
- Setup, decorated and video-taped seminars, press conferences and exhibitions.

09.2006 - 01.2007 // *FlickerLab, New York*

2D ANIMATOR INTERN

- Collaborated with 2d animator making videos for song.
- Managed every stage of the animation process including character drawing, framing, and storyboarding.

01.2004 - 06.2004 // *MTA New York City Transit, New York*

GRAPHIC DESIGN INTERN

- Created vector art for use in the "MTA Safety Guide" video.
- Assisted with video shooting on subway tracks.