



HI THERE!

I'm a Freelance Art Director and Illustrator based in San Francisco with over 10+ years of professional experience in visual design & animation. I also have a rich background in branding, visual system, UI/UX, web content and broadcast. I have contributed and led projects for clients such as Facebook, Starbucks, Pepsi, Avis, The Golden State Warriors, Google, Verizon, NetApp, Cisco, SAP, Symantec, GE, Aruba, Yahoo and many more. Outside of my professional life, I have a deep passion for traveling — I enjoy meeting new people and experiencing new cultures. Traveling makes me adapt to new environments quickly and gives me a diverse inspiration that I apply to my design profession.

Skills



Infographics



Editorial
Design



Motion
Graphics



Graphic
Design



UX/UI

Experience

Freelance Art Director/ Visual Designer July 2018 - Present

- Branding, UI/UX design, Motion Design, Illustration
- The project includes Untold Rebel brand system and Kickstarter Campaign, LINKA UI/ UX refresh

Facebook Contract Senior Visual Designer / Art Director (F&ST) March 2019 - Sep 2019

- Worked on “The Global Art Project” to create culturally relevant Facebook Stories stickers and frames on a global scale. My role is responsible for working with artists from Brazil, India, MENA, and Indonesia, Including art direction, editorial design, illustration, motion graphics design, and video.

eBay Brand System Designer May 2017 - July 2018

- Global Branding System Team
- Worked on Iconography visual system refresh, and brand guideline including color and logo. Collaborated with view item team to create a trust badge system.

Freelance Art Director/ Visual Designer Oct 2016 - May 2017

- Branding, Animation, Design, Storyboard, Styleframe, UX/UI design
- The project including eBay timeline, Ignite book Trailer, FifthThird Bank, Yahoo Sport, LINKA...etc.

First Person Associate Art Director Oct 2014 - July 2016

- Branding, Animation, Design, Storyboard, Styleframe,
- The project including HipChat emoticon, GameOn sticker package, Google, VM World NSX...etc.

First Person Designer June 2013 - Oct 2014

- Branding, Animation, Design, Storyboard, Styleframe,
- The project includes HP, Kaminario, Cisco, Google, Medallia, MongoDB....etc..

Westernized Production Motion Graphic Designer Aug 2011 - June 2013

- Storyboard design, Character design, Animation, Shooting, Matte Painting, Rotoscoping, Tracking
- The project includes Symantec, Cisco, Corning, AT&T, Aruba, VMworld, Muse Factory, Google....etc.

Motion Design Freelancer Sep 2010 - June 2011

- The project includes Pepsi, Avis, SAP, Starbucks, IDN, Social Gifts, Music Videos.....etc.

Software

Adobe AfterEffect, Adobe Illustrator,
Adobe Photoshop, Adobe Indesign
Keynote, Sketch, Invision

Education

General Assembly 2015
• User Experience Design
School of Visual Arts 2010
• MFA in Computer Art

Contact

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