

Education

Savannah College of Art and Design (SCAD)

Atlanta, Georgia
 Master of Arts
 Graphic Design and
 Visual Experience Major
 GPA: 4.0/4.0
 2022

Savannah College of Art and Design (SCAD)

Atlanta, Georgia
 Master of Arts
 Fashion Design Major
 GPA: 4.0/4.0
 2022

Beijing University of Technology

Beijing, China
 Bachelor of Arts
 Graphic Design Major
 GPA: 3.79/4.0
 2019

Experience

WeBranding Global

New York, NY
 Senior Graphic Designer
 2023.8-Present
 Leads creative vision and execution across print, digital, and multimedia platforms, ensuring seamless and impactful design delivery. Oversees brand storytelling and content production, crafting engaging videos, dynamic social media visuals, and strategic marketing campaigns that resonate with audiences. Directs art and video production for major brand events, including the Super Bowl Party, Midea Product Launch, Beach Cleanup Day with Eureka, Public Welfare Activities with CaringKind and so on. Integrating brand identity, creativity, and commerce, elevating audience engagement and reinforcing brand presence.

CorDx Labs Inc

Atlanta, GA
 Graphic Designer
 2022.10-2023.11
 Worked closely with R&D and marketing teams to design a diverse range of high-impact visual assets, including posters, packaging, print materials, presentation templates, and social media content. Played a key role in shaping brand identity and campaign aesthetics across international markets, driving creative direction for products and online/offline campaigns in the U.S., Singapore, and Dubai, while managing a design team in China to ensure brand consistency and market adaptability.

The Bass Museum of Art

Miami, FL (Remote)
 Freelance Graphic Designer
 2022.9-2023.6
 Designed digital and print assets to support exhibitions, social media campaigns, and museum branding. Created visually compelling promotional materials, contributing to the museum's storytelling and enhancing public engagement.

People's Daily

Beijing, China
 Part-time Graphic Designer
 2021
 Designed illustrations and motion graphics for digital and print publications, enhancing content accessibility and visual storytelling.

Chuang Rui Tang Education Co. Ltd

Beijing, China
 Graphic Designer
 2016-2018
 Managed editorial design, layout, and print production for high school magazines, along with packaging design for Beijing college uniforms. Developed mascots, accessories, bookmarks,

business cards, keychains, and other branded materials, creating high-quality visual assets to strengthen institutional branding and student connections.

Student Union of Beijing University of Technology

Director of Publicity Center
 Beijing, China
 2016-2018
 Responsible for the design of promotional materials for various campus activities, such as contests of campus song, debate, and graduation song parties. Responsible for the layout design of the university magazine "New Beginning".

Skills

Adobe Creative Suite
 Microsoft Office
 Keynote, Pages, Numbers
 InVision Studio
 Procreate
 Canva
 Figma
 Fashion Illustration
 Garment Construction
 Techpack
 Print Design
 Project Management
 Art Direction

Awards, Scholarship, Competition and Publication

Featured with Bold Journey Magazine as great local businesses, artists and creatives. 2024

Interviewed by Voyageatl Magazine for inclusion in ATL's Most Inspiring Stories. 2023

Interviewed by CanvasRebel Magazine for inspiring entrepreneurs and creatives stories. 2023

Collection "IF I WEAR BLACK PLEASE DON'T APPROACH ME" has been accepted to be published by MALVIE FRENCH MAGAZINE in the August issue. 2022

Collection "IF I WEAR BLACK PLEASE DON'T APPROACH ME" is shot and published by SCAN Magazine for Fall Issue. 2022

Project "Money can not buy your love" is selected by SCAD as a candidate for the CFDA Design Master Scholar Award. 2021

Fashion collages for the exhibition "Alaia-Adrian: Master of Cut" have been published on SCADconnector Magazine. 2021

Project "BEMBO SPECIMEN BOOK" has been chosen as a finalist for SCAD Seccession 2020. 2020

SCAD Academic Honors Scholarship. 2019-2022

The University-Level Scholarship. 2016-2017