

EDUCATION

SCHOOL OF VISUAL ARTS

Master of Fine Arts
Products of Design
COMPLETION: MAY 2018 | NEW YORK

UNIVERSITY OF BRITISH COLUMBIA

Bachelor of Commerce
Marketing and Sustainability
MAY 2015 | VANCOUVER

HEC SCHOOL OF MANAGEMENT

International Exchange
FEBRUARY 2014 | PARIS

INTERESTS

Currently Reading:
BETWEEN THE WORLD AND ME

Favorite Book:
RUNNING IN THE FAMILY

Places I've Called Home:
VANCOUVER, TORONTO, PARIS, MELBOURNE, SHANGHAI, NEW YORK

EXPERIENCE

DEZAN SHIRA AND ASSOCIATES

Digital Marketing Contractor
JUN 2016 - OCT 2016 | REMOTE
Evaluation and redesign of website career section

Marketing and Design Assistant
DEC 2015 - MAY 2016 | SHANGHAI
Coordinated and maintained client relationships for media partnerships
Designed digital media, banners, and email newsletters

SAUDER SCHOOL OF BUSINESS

Teaching Assistant
d.studio: Design Strategies for Business Innovation
JAN 2015 - MAY 2015 | VANCOUVER
Supported 22 upper-level students from diverse faculties to research, prototype, and deliver solutions to client companies
Collaborated with professor to produce and facilitate weekly studios

BRIDGEABLE

Design Strategy and Research Intern
MAY 2014 - AUG 2014 | TORONTO
Worked in a team of 3 to assist client, Prosper Canada, in increasing adoption of government incentives for post-secondary education
Planned and facilitated a co-creation workshop
Used ethnographic research methods to generate insights and design principles
Created interaction models, wireframes, and design for 2 websites

FREELANCE

Menu, Logo, and Takeout Box Design – Uncle Padak Fried Chicken Hong Kong
SEPT 2017 - PRESENT | REMOTE
Website, Digital and Print Advertisements, Large-Format Signage – Rhapsody Property Management Services
AUG 2016 - PRESENT | TORONTO
UI Design and Illustration – Car Search and Purchase Web Tool
JUN - NOV 2017 | REMOTE
Advertisement Illustration and Motion Graphics – Products of Design
JUN - AUG 2017 | NEW YORK
Digital and Print Marketing Collateral, Mini App UI Design – Rainbow Station Shanghai
MAR 2016 - AUG 2016 | SHANGHAI
Book Cover (x2) – Independent Author
AUG 2015, SEPT 2015 | TORONTO
Report Design – UCLA Luskin School of Public Affairs
MAY 2015 | REMOTE

TECHNICAL

Adobe Creative Suite
(AI, PS, ID PR, AE, XD)
Sketch, Prott, InVision, Balsamiq
OmniGraffle, OmniPlan,
Basecamp
Proficient HTML5/CSS
Fundamentals of Arduino

LANGUAGES

Spoken Cantonese
Beginner Mandarin
Beginner French