

Education

Savannah College of Art and Design (SCAD)

MFA in Graphic Design and Visual Experience
Atlanta, Georgia, USA. 2020 - 2024

University of Liverpool (UOL)

BA in Communication and Media
Liverpool, United Kingdom.
2018 - 2020

Xi'an Jiaotong-Liverpool University (XJTLU)

BA in Communication Studies
Suzhou, China. 2016 - 2018

Skills

Software

Microsoft Office
Adobe Creative Suite
After Effects
Premiere Pro
Figma
Adobe XD
Procreate
PaintTool SAI
Clip Studio Paint
SketchUp

Knowledge

Branding&Identity
Data Visualization
UI/UX
Prototyping
Wireframing
Print Design
Motion Media
Photography
Illustration
Experiential Design

Awards & Activities

First Prize for The 30th Hebei Youth Innovation Competition

Implementer

First Prize for The 28th Hebei Youth Innovation Competition

Implementer

Second Prize for Cosplay Stage Play at City Anime Convention

Director & Leader

Creative Fan Community Management & Event Planning

President & Manager & Stall Owner &
Independent Illustrator/Writer

Language

English, Chinese

Experience

Moon Graphic Design (Freelance)

2020 - Now. Remote

Soft Skills:

Time Management, Multitasking, Pressure management, Client Service, User Research

- Designed visually compelling book covers, layouts, prototypes, motion media clips and social media graphics that resonated with target audiences, contributing to consistent brand identity.
- Developed and executed social media campaigns, achieving over 1,000 views per post for an account with 8,000+ followers, while managing the content calendar to ensure steady promotion of events and products.
- Maintained professional client communication, ensuring timely project delivery and consistently exceeding client expectations.

Lead Visual Instructor

2024. Washington, DC, USA

DEAN Adventure Camps

Soft Skills:

Problem Solving, Leadership, Conflict Resolution, Teaching, Class Management, Communication

- Taught visual design, fabrication, and woodworking to children aged 5-13, guiding 6-16 students per week while collaborating with other instructors to manage the classroom and ensure project success.
- Developed and optimized a curriculum that integrated graphic design fundamentals, streamlining workflow to enhance lesson delivery and students' creative skills.
- Encouraged creativity by having students explore different materials and techniques in art and design, while maintaining strong relationships with both students and parents, providing consistent feedback on progress.

Editorial Illustration Teaching Assistant

2022. Savannah, GA, USA

Savannah College of Art and Design

Soft Skills:

Interdisciplinary cooperation, Design Assistance, Higher Education

- Contributed to developing course content by preparing lesson materials and designing visual aids, ensuring alignment with academic and publication standards.
- Provided detailed critiques on the work of 18 students, all of whom achieved grades of A or higher, using layout design principles to enhance their understanding of editorial illustration techniques.
- Collaborated with the lead instructor to foster a positive, inclusive learning environment, encouraging student participation and creative growth.

University Social Media Ambassador

2018 - 2019. Liverpool, UK

University of Liverpool

Soft Skills:

Social Media Strategy, Content Creation, Strategic Planning, Blogging, News Writing

- Developed and executed a comprehensive social media strategy, increasing the follower base by 1,000 across multiple platforms.
- Produced visually engaging, on-brand content such as photography, graphics, and videos, aligning with the university's brand voice.
- Collaborated with team members to manage the content calendar, ensuring consistent posting and effective promotion of university events and campaigns.

Marketing and Editorial Assistant

2018. Beijing, China

Phoenix-Power Culture development co.LTD

Soft Skills:

Publication, Market Analysis, Content Creation

- Developed and executed promotional strategies for book marketing, ensuring alignment with brand identity.
- Created compelling copy and visually engaging content for social media, contributing to the company's stable annual revenue of 400 million CNY.
- Collaborated with editorial and design teams to manage the content calendar, ensuring consistent promotion of products and events, enhancing overall brand presence.