

## EDUCATION

**Master of Science in Design, Visual Communication**

Herberger Institute for Design and the Arts, Arizona State University, Tempe, AZ

**Bachelor in Advertising**

Institute of Communication and Art, Beijing Technology & Business University, Beijing, China

## EXPERIENCE

May 2007 – present

University Marketing, Northern Arizona University

**• Manager, Visual Content**

- Provide creative leadership, direction, and inspiration to the design and photography teams; direct the creative function of the teams to make sure the team members understand the strategic and creative needs of the university brand.
- Ensure the NAU brand is strengthened as a result of the materials we create for various audiences, through various mediums—including both print and digital—at the university-, college-, and individual department-levels.
- Lead the conceptualization of ideas, and keep the visual aspect of the university brand consistent, yet creative and refreshed constantly.
- Work closely with executive team and management team members to determine branding objectives, key messages, and design approach for high profile, high visibility, and high impact projects in a timely manner.
- Develop strong partnerships with university communicators, designers, and other key constituents to develop projects and materials that are coherent to the university brand and best use of the university resources.
- Consult with internal and external organizations to ensure adherence to university's current brand standards; play a key role in meetings that determine modifications and new specifics to the brand standards; keep improving and create new brand guidelines to drive the integration process of the university brand.
- Prepare creative project proposal including cost estimates for project planning and receiving executive approval purposes.
- Manage multiple projects from concept through completion; review project plans, concepts, designs, and deliverables to ensure high quality services provided to campus clients to help achieve their marketing objectives.
- Coordinate production of communications and marketing products; ensure adherence to specifications and deadlines; determine if quality standards have been met.
- Manage daily activities of the designers and photographers, including setting priorities, assigning resources, ensuring project goals are achieved and department procedures are followed, monitoring time management and deadlines, as well as conducting status reports to leadership team.
- Recruit, train, and manage internal and external creative resources.
- Monitor, drive, and train the team to utilize the best methods and tools to be more effective in creative work and streamlining processes.

**• Senior Graphic Designer**

- Lead the University Marketing design team to promote and develop the university brand.
- Manage projects that further refine and develop the guidelines and policies for the university's visual identity system.
- Consult with clients, work with their budget, timeline, and resources to create collateral designs that resonate with their target audience and achieve their marketing goals.
- Manage projects that educate and support internal departments and external vendors on brand representation and university policy matters.
- Establish collaboration with the university's China initiative team, manage branding projects that represent and communicate the university's brand overseas.

Aug. 2009 – Dec. 2012

School of Communication, Northern Arizona University

**• Instructor, Visual Communication**

- Create and manage course content and projects for VC329 Typography and VC331 Visual Communication
- Guide students through creative process, including class critique sessions and entry level design research.

Jan. 2006 – Apr. 2007

The Institute for Social Science Research, College of Liberal Arts and Sciences, Arizona State University

- **Graphic Designer/Graduate Research Associate**

- Manage projects to meet different needs of clients from various academic disciplines.
- Effectively collaborate with diverse professionals such as programmers, computer engineers, and social scientists to achieve desired results.
- Develop individual departments' visual identities within the guidelines of ASU's existing branding policies.
- Web design, identity design, and promotional material design.

Aug. 2005 – Dec. 2006

Department of Visual Communication, Herberger Institute for Design and the Arts, Arizona State University

- **Graduate Research Assistant/Teaching Assistant**

- Conduct qualitative research to study the effectiveness and behavioral impact of the Visual Communication program on the students' design education.
- GRA 481: Advise the senior graphic design students on their final research projects, introduce them to new research methods and provide feedback to refine their designs for practical real-world situation.

Jun. 2005 – Feb. 2006

Document Production Services, Auxiliary Business Services, Arizona State University

- **Graphic Designer**

- Manage projects from idea generation, design, mock-ups, client presentations to production.
- Print, logo, and signage design.
- Coordinate with in-house print experts and external printing vendors.

Jan. 2001 – Aug. 2004

- **Freelance Designer**

Manage projects and create original artwork for corporate communication and promotional materials; consult with clients on a range of design projects such as packaging design, logo design, TV Ads, and brand identity system design. Clients include:

- Samsung Mobile
- "The Economic and Law" program, CCTV Channel 2
- Front Network technology Co., Ltd.
- China National Bee Museum
- Beijing Ancient Architecture Museum
- Beijing Jun Ying Property MGT Co., Ltd.,

## AWARDS AND GRANTS

**Best of 2015 Exhibit** by AIGA, Phoenix, Arizona

**American Graphic Design Award, 2015**

4 awards in the categories of branding, publication, display, and direct mail designs

**Graphic Design USA - Awards of Excellence, 2010**

4 awards in the categories of brochure and collateral, and direct mail designs

**The 16<sup>th</sup> Annual Communicator Awards, 2010**

Award of Excellence and Award of Distinction

**Graphic Design USA - Awards of Excellence, 2008**

7 awards in the categories of symbol, book, brochure, and direct mail designs

**National Orientation Directors Association (NODA) top design award – Outstanding Orientation Handbook, 2008**, and displayed at NODA annual conference

**Grant Awarded (2006)** for presenting visual communication design research project "Representing the Cultural Identity of Asian Tourism in Design" at the international conference titled "Tourism and the New Asia: Implications for Research, Policy and Practice", held in Beijing, China

## PROFESSIONAL AFFILIATIONS

**Member of AIVA (Academy of Interactive and Visual Arts) and AIGA**

Served on the judging panel for W3 Awards, The Communicator Awards, and Davey Awards.