

SOFTWARES

DESIGN & BRANDING

Illustrator
Photoshop
InDesign
Canva

VIDEO & MOTION

Capcut
Procreate

3D

Adobe Dimension
Blender

AI Art

MidJourney
Stable Diffusion

WEB

HTML/CSS
Figma
Webflow

SKILLS

Brand Identity Design
Packaging Design
Print Design
Tradeshow Design
Image Editing/Retouching
Content Creation
Animation
Illustration
3D Rendering
Product Visualization
AI Generated Content

EDUCATION

CUNY | QUEENS COLLEGE
Bachelor’s of Fine Art ‘22
Animation & Illustration

WORK EXPERIENCE

FREELANCE CREATIVE LEAD @ RAYFU – KAOHSIUNG , TW

08/2022 – Present

- **Website & digital design:** Delivered product pages, informational flowcharts, banners, 3D renders, and custom graphics to boost search visibility and user experience.
- **Packaging & product visualization:** Redesigned packaging for two main product lines totaling to seven boxes introducing a unified label and box system that reduced printing costs by 50%. Developed editable Canva templates for non-designers to edit labels.
- **Tradeshow Design:** Created three consecutive years of tradeshow backdrops and event materials (2023–2025), each tailored to featured product lines and event themes.
- **Cross-Continent Collaboration:** Coordinated with RayFu’s Taiwan-based team across a 12 hour time difference to meet deadlines and maintain brand consistency.

FREELANCE GRAPHIC DESIGNER @ ZEN WUSHU – EAST HANOVER , NJ

07/2022 – Present

- **Brand identity & seasonal design:** Directed visual identity for campaigns including competition jerseys, summer camp T-shirts featuring illustrated and AI-generated zodiac series, and branded large-format parade banners to establish school presence.
- **Event & print marketing:** Produced grand opening posters, summer camp posters, truck advertisements, stickers, large parade mesh banner signage, and magazine advertisements while advising on print production and materials to maximize visibility.
- **Digital & social media:** Developed campaigns across Facebook, Instagram, and WeChat, creating static posts, stories, and reels that promoted classes, events, and engagement.

CO-FOUNDER @ KIMIKO – BOGOTA , CO

06/2022 – 03/2025

- **Brand identity & packaging:** Developed the complete visual system including logo, color palette, staff uniforms, signage, packaging, cups, tray liners, stickers and menu for both digital and print use coordinating with factories from concept through bulk production.
- **Marketing & Social media:** Directed campaigns including limited time promotions, influencer collaborations; managed brand’s Instagram account and customer outreach. Designed large-scale coming-soon banner for new location, and animated digital ads.
- **Product development:** Conducted market research, tested suppliers, and developed menu items based on cost, taste, and customer demand. Photographed and retouched product images for restaurant menus, ensuring accurate color and texture representation.
- **Operations & business development:** Authored proposals that secured new store openings and and designed visuals for new location; coordinated marketing efforts with store managers, oversaw payroll, scheduling, and management of 20 employees across 3 locations.