CONTACT

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EDUCATION

Savannah College of Art and Design

B.F.A. Major in Graphic Design,
Minor in Photography

Studied internationally across the Hong Kong, Lacoste and Savannah campuses and graduated with Magna Cum Laude honors in Spring 2017.

LANGUAGES

English • Cantonese • Mandarin

SOFTWARE SKILLS

Adobe Illustrator | Adobe Photoshop | Adobe Lightroom | Adobe InDesign | Adobe After Effects | Adobe XD | Figma | HTML/CSS

AWARDS & HONORS

Young Lions Design (Shortlisted), 2025

Cossette GoBeyond Award, 2023

Dean's List Honors, 2013 - 2017

EDB Self-financing Post-Secondary Scholarship, 2016
Reaching Out Award
Outstanding Performance Award

European Photography Award, 2016
"What a Wonderful World" Finalist

Senior digital designer creating design that moves people. 9+ years in-house and at agencies across Canada, the US, and Hong Kong.

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WORK EXPERIENCE

Senior Digital Designer *July 2024 - Present*
Digital Designer *June 2022 - July 2024*
Cossette, Toronto

At Cossette, a leading Canadian creative agency, I designed UX/UI and brand experiences for McDonald's, RMHC, Google, Walmart, SickKids, LCBO, TD Bank, Amazon Prime, Harlequin, and Visionnaire. Across websites, paid ads, OOH, CRM, and social, I focused on moving people to act, from an easier donation flow for RMHC to a karaoke-style McDonald's microsite. Promoted to Senior in 2024. Recipient of the 2023 GoBeyond Award and shortlisted for Young Lions Design 2025.

UI and Communication Designer *July 2021 - June 2022*
AutoMate, Hong Kong

At AutoMate, a start-up car service app, I revamped the UX/UI of the app and website and led the redesign and development of the design system. I also created digital ads, social media design, and PR events, including a car-scratching activation I led from concept to photography, to build brand awareness and drive user engagement and retention.

Designer *June 2020 - June 2021*
Tag Worldwide, Hong Kong

At Tag Worldwide, a global creative agency, I designed print and digital ads for retail brands like yuu Rewards, Mannings, Wellcome, and 7-Eleven. I also used my photography skills to shoot corporate portrait and portfolio sessions alongside design work.

Graphic Designer *Oct. 2019 - May 2020*
BBDO, Hong Kong

At BBDO, a global advertising agency, I designed advertising campaigns for clients such as Visa, FedEx, and Häagen-Dazs. I also redesigned BBDOHK's brand identity and helped shape the company's culture along the way.

Graphic Designer *July 2018 - July 2019*
Group46 Marketing, Bluffton, SC, USA

At Group46, a start-up marketing agency, I led branding, website, and marketing design projects for 35+ clients across diverse industries, including healthcare, real estate, travel, and more.

Graphic Design Intern *Jan. 2018 - July 2018*
Walt Disney World, Orlando, FL, USA

At Disney, I designed event posters and collateral, and served as the official event photographer for more than 50 Disney Housing events, from character meet-and-greet sessions to weekend beach excursions.