



## PROFILE

Creative graphic designer with 5 years of experience. Expertise in crafting visual solutions across digital and print. Passionate about helping businesses thrive through stunning design and effective communication.

## SKILLS

### Industry Knowledge

Branding

Marketing

Website

UI/UX

EDM/Email

Social Media

Packaging

Display

### Adobe Creative Suite

Ai

Ps

Id

Dw

Xd

### Other Creative Tools

Figma | Canva | MailChimp

WordPress | SilverStripe

## CERTIFICATION

### Adobe Certified

Adobe Photoshop CS5

Adobe Dreamweaver CS5

### Class C Technician

Visual Communication Design

Image and Text Pagination

### General English

Upper Intermediate (CEFR-B2)

## LANGUAGES

English & Mandarin

## EXPERIENCE

**Graphic Designer & Marketing Coordinator** Jul 2023 – Present  
Central Heating New Zealand / Christchurch, New Zealand Full Time

- Designed marketing collateral, promotions and visual assets aligned with brand guidelines.
- Maintained and updated website content, optimising UI design to enhance user experience.
- Produced display solutions and POS materials for events, exhibitions, and retail stores.
- Managed social media, creating posts, digital ads, and EDMs to engage target markets.
- Collaborated with departments, leaders, and external suppliers to drive project success.

**Graphic Designer** May 2022 – Mar 2023  
Wimpex / Christchurch, New Zealand Full Time

- Developed packaging and label designs to fit the latest trends and reach the target market.
- Created unique and engaging content for e-commerce platforms and social media.
- Worked with NPD, sales and marketing teams to achieve their design requirements.
- Designed online/offline graphics aligned with the company's goals and brand identity.
- Liaised with external suppliers and ensure products are produced with the best quality.

**Marketing Graphic Designer** Jun 2019 – Feb 2021  
Icisco Digital Marketing Consultancy / Taiwan Full Time

- Created digital assets for promotional campaigns, websites, social media, SEO, and ads.
- Developed visual solutions that engage target audiences and drive business growth.
- Prioritize tasks to ensure all projects are completed to the highest standard on time.
- Worked across various industries, including healthcare, technology, education, etc.

**Graphic Designer** Jan 2019 – Jun 2019  
Stylish Design / Taiwan Part Time

- Communicated with clients to understand their needs and achieve desired outcomes.
- Produced designs for a variety of projects, including print, digital media, and branding.

**Graphic Designer** Aug 2017 – Dec 2018  
Gaga Design / Taiwan Part Time

- Designed a wide range of print materials, such as brochures, flyers, and promo items.
- Liaised with external printers to ensure the final product was printed as expected.

## EDUCATION

**UI / UX Design** May 2023 – Oct 2023

Visual Elements of User Interface Design

Cal Arts

UX Design Fundamentals

Web Design: Strategy and Information Architecture

Web Design: Wireframes to Prototypes

**Bachelor of Design** Sep 2015 – Jun 2019

Visual Communication Design

YunTech