

SKILLS

Environmental Graphics
Wayfinding & Signage
Brand Strategy & Identity

Placemaking
Exhibitions & Installations
Donor Recognition

Print Media Design
Digital Media Design
Event Planning

EXPERIENCE**Experiential Designer III**

Jul. 2019–Oct. 2023

Media-Objectives

- Designed 2D & 3D experiential graphics, branding, and wayfinding signages to help clients achieve diverse business goals in workplace, retail, finance, and healthcare.
- Oversaw projects from initial concept to construction and implementation, collaborating closely with in-house designers, architects, interior designers, and project vendors.
- Maintained communication to ensure project goals were achieved efficiently and managed document issuances, samplings, and punch walks to ensure product outcomes met expectations.

Graphic Designer

Apr. 2019–Jul. 2019

Cisco Meraki

- Took direction and input from key stakeholders to follow standards and create templates/processes.
- Designed for packaging, labels, product documentation, and printed collateral.

Visual & Brand Design Intern

Jun. 2018–Dec. 2018

Edenspiekermann

- Created a brand identity and brand experiences to encourage people to use sustainable energy.
- Developed UI and created prototypes for various mobile applications and websites.
- Designed graphics and wayfinding signages for Singapore's pioneering flexible office space provider and Google for Startups' 1st Southeast Asian partner.

Graphic Designer

Mar. 2015–Aug. 2017

San José State University

- Designed high-performing, on-brand emails, landing pages, marketing ads, social media posts, and print collateral.
- Encouraged design creativity and participated collaboratively across a variety of projects and teams, such as Freshman Orientation serving 6000 students.

EDUCATION**BFA, Graphic Design**

Aug. 2013–Dec. 2017

*San José State University***AWARDS****SEGD Global Design Awards 2023—Merit Award**

Pinterest Toronto—Wayfinding

SF Design Week Awards 2023—Honorable Mention

Pinterest San Francisco—System Design

SF Design Week Awards 2023—Honorable Mention

Glassdoor San Francisco—Interior Design/Office