

Education:

Otis College of Art and Design

Bachelor of Fine Arts

Communication Art Emphasis in Graphic Design

Graphis Global New Talent Awards 2025

Honorable Mention

Branding, Design [Design Lab Identity & Logo]

Expertise:

Adobe Suite: Photoshop

Illustrator, InDesign, Figma

AfterEffects, Blender 3D

HTML 5, JS, Final Cut

Brand Design

UI/UX Design

Motion Graphic

AI Generative tools

Cross-Channel Campaign

Photo Retouching

Video Editing

Print Design & Production

Experience:

SimpleHuman [Graphic Designer] 10.2024 - Present (Contract / Hybrid) Los Angeles

- Retouch images, layout and update PDP assets for U.S. and Canadian websites, design carousel layouts for U.S. and U.K. amazon store. Maintaining alignment with design, formatting, and brand guidelines.
- Collaborate with Art Director to refine templates and adapt materials based on client needs.
- Design event posters for Simplehuman in ACE tech show, resize in-store signage at Erewhon locations

Studio Ess* [Brand Designer] 05.2024 - Present (Freelance / Hybrid) Los Angeles

- Composed the brand visual identity and style guide for Meowment Inc. Package design and quality control with vendors for package materials and print production.
- Designed the UI/UX, logo, and branding for a blogging app. Create mood board, conduct target audience research, create and test user flow, build Figma prototype and work with development team for app launch.
- Developed product brochures and technical manuals for Peptid Biotechnology Co. Ltd, optimizing layout and visuals for targeted industry professionals and clients.

ButterCloth [Graphic Designer] 12.2024 - 02.2024 (Full-Time / On-Site) Los Angeles

- Design and layout email campaigns, ensuring visually engaging and brand-consistent communications.
- Retouch lifestyle and product images to enhance visual appeal across marketing materials.
- Updated website visuals to support product launches while ensuring brand consistency.
- Design digital ads for Facebook, Google, and Instagram, optimizing for engagement and conversion.
- Create organic social media content, supporting brand storytelling and audience engagement.

Adobe [Pre-Press / Print Production Assistant] 10.2023 - Present (Event-Based Contracts / On-Site)

- Assist in managing end-to-end print production for the AI generative booth at different Adobe creative conferences, working in the brand activation team to ensure seamless operations and high-quality outputs.

Otis College of Art and Design [Assistant Graphic Designer] 05.2023 - 05.2024 / 1 Year

- Worked as a creative agency in-house designer, collaborated with Los Angeles-based clients, including LAist Radio and Carlson Arts Foundation. On branding and campaign visuals.