

Experience

Rockaway Design Consulting — *Partner & Visual Consultant*
New York, USA | **Nov 2024 - Present**

- Founded and developed the brand identity, merchandise line, and educational materials for the consulting firm.
- Provided strategic guidance for students pursuing careers in visual and design-related fields.
- Mentored over **20 students** across disciplines such as fashion, graphic, visual and traditional arts.
- Successfully guided **4 students** to admission at Parsons School of Design, with scholarships of **USD 70K-90K**.

ECU Independent Film Festival — *Head of Visual Design*
Paris, France | **Jan 2024 - Apr 2024**

- **Led a design team of three interns** in creating comprehensive festival visuals, including **tickets, programs, brochures, posters, postcards, and digital media**.
- Oversaw the festival's full visual identity featuring **60 independent directors from 13 counties/regions**.
- Supervised the art direction and presentation of the festival's **opening ceremony** visuals.

Ogilvy Taiwan — *Visual Designer Intern, Advertising Dep.*
Taipei, Taiwan | **June 2023 - Dec 2023**

- Produced visual assets, creative ideation, and contributed to advertisement and social media content creation for multiple high-profile conglomerates and campaigns:
 - **Coca Cola:** “*Heard It Tastes Great*” campaign — visual production and social media content design.
 - Singleton Whiskey: “*Smooth Start to New Years*” — ad development, script creation, and product visuals.
 - **PX Mart:** Hungry Ghost Festival Ad — creative ideation, scriptwriting, filming, post-production, and official social media posts.
 - **Colgate:** “*Total Whitening*” campaign — creative idea development, presentation deck & pitch, and visual demonstration.
 - **UberEats:** “*Drive Safely*” campaign — assisting visual demonstration.
 - **Airwaves Gum:** designed social media and packaging visuals.
 - Assisted in live **bilingual interpretation (Mandarin-English)** for client presentations and competition materials.



Education

Parsons School of Design | **2025**
BFA Communication Design

Languages

Mandarin | Fluent

English | Fluent

Japanese | Conversational

Skills

Adobe Suite (Photoshop/
Illustrator/InDesign/Lightroom)
Figma | UI/UX | Canva |
Microsoft Word | PowerPoint

Interactive Paper Media | Book
Design | Silkscreen | Risograph
Laser Cut | Childrens Book
Production & Illustration

Contact

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工作經歷

洛克威設計諮詢 — 合夥人&視覺諮詢師
紐約, 美國 | 11月 2024 至今

- 創立並發展了該顧問公司的品牌形象、商品線及教育資料。
- 為有志於視覺與設計相關領域的學生提供策略指導。
- 指導超過20位學生, 涵蓋時尚、平面設計、視覺藝術與傳統藝術等領域。
- 成功協助4位學生獲得帕森設計學院(Parsons School of Design)錄取, 並取得美金7萬至9萬獎學金。

ECU 獨立電影節 — 視覺設計負責人
巴黎, 法國 | 1月 2024 - 4月 2024

- 帶領由三位實習生組成的設計團隊, 負責設計完整的影展視覺作業, 包括門票、節目冊、手冊、海報、明信片及數位媒體。
- 統籌影展整體視覺識別系統, 涵蓋來自13個國家/地區、共60位獨立導演的作品。
- 指導影展開幕式的藝術視覺風格與呈現方式。

奧美台灣 — 創意部門視覺設計實習生
台北, 台灣 | 六月 2023 - 12月 2023

- 可口可樂:「聽說很好喝」行銷活動 — 視覺製作與社群媒體內容設計。
- Singleton 單一麥芽威士忌:「開年更豐順」2023新年廣告 — 廣告開發、拍攝腳本撰寫與產品視覺設計。
- 全聯福利中心:2023年中元節廣告系列 — 創意發想、腳本撰寫、拍攝、後期製作與官方社群貼文。
- 高露潔:「全亮白」系列創意 — 創意提案發想、簡報製作與視覺示意設計。
- UberEats:「安全駕駛」公益廣告 — 協助視覺示意製作。
- Airwaves 口香糖:設計社群媒體與包裝視覺素材。
- 擔任客戶簡報現場中英雙語即時口譯。
- 協助競賽文件的中英雙語文案翻譯, 確保不同文化背景的參與者能準確理解創意構想與設計意圖。



教育背景

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BFA Communication Design

語言

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English | Fluent

Japanese | Conversational

專業技能

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Illustrator/InDesign/Lightroom)
| Figma | UI/UX | Canva | Microsoft
Word | PowerPoint | Keynote

Interactive Paper Media | Book
Design | Silkscreen | Risograph
Laser Cut | Childrens Book
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