

☐ Education

Art Center College of Design, Pasadena CA

Master of Fine Art, April 2011

Concentration: Mediated Experience Design / Design Research

Roger Hatchuel Academy, Cannes France

Scholarship Program @ Cannes Lion, June 2008

Concentration: Advertising

School of Art and Design at Alfred University, Alfred NY

Bachelor of Fine Art, December 2007

Concentration: Print Making & Graphic Design

Minor: Business Marketing

☐ Experience

HTC Corporation, MAGIC Labs, Taoyuan Taiwan

Interaction Designer, September 2011 - Current

Creating the exciting future of smart phones and other intelligent handheld devices. I study user scenarios, create wireframes and prototypes, and explore design concepts and new interaction models.

Design Storm Participant_ Johnson & Johnson, Pasadena CA

Art Center College of Design, February 2011

The focus is consumer experience within the retail environment with an emphasis on leveraging new technologies to enhance consumer value & brand loyalty

Graduate Media Design Program, Pasadena CA

Studio Manager, 2009 - 2011

3STRAND Innovation, Los Angeles CA

Project Consultor & Animation Director, Summer 2010

Futures: New Models for Building Interfaces as Fiction, Pasadena CA

Research Assistant with *Norman Klein*, Summer 2009

Research theoretical project to generate new models for interface design built upon an existing database of historical images of an imagined future.

Droga5 / The Ark Project, Pasadena CA

Designmatters at Art Center, January - April 2009

Worked to increase disaster-preparedness amongst CA residents in an effort to raise understanding and awareness about potential winter storms.

edVenture.parners / Chevrolet College Marketing, Alfred NY

Creative Director for Green Light Outlook Team, September - November 2007

Establish awareness in our 18-30 year old target market of new line of fuel efficient solution vehicles. Develop creative concepts, marketing plan book developments and graphic design.

Ogilvy Worldwide Taiwan Branch, Taipei Taiwan

Motorola Account Team, Summer 2005

Research on youth market, outlined individual solutions, develop creative concepts, and presentation design.

Lin-Yi Production Corp., Taichung Taiwan

Sample Footwear Department Intern, Summer 2005

Assist footwear design staff with final adjustment of original foot wear blueprints, material preparation and communication with foreign corporations.

☐ Achievements

MoMA, Talk To Me, Project featured, July 2011

Adobe Design Achievement Awards, Honorable Mention for Non-Browser Based Design, 2011

Adobe Design Achievement Awards, Finalist for Non-Browser Based Design, 2010

The New Yorker, The Book Bench, Project featured, April 2010

Core 77 Future of Design Reading Contest, Notable Mention, 2010

Media Design Program Grant, Scholarship Recipient, 2009

Cannes Lions International Advertising Festival, Scholarship Recipient_ Roger Hatchuel Academy, 2008

School of Art & Design at Alfred University, Selected Outstanding for Senior Thesis Exhibition, 2007

☐ Concept Skills

Interaction Mack-Up, Animation Sketch, Specification Sketch, Concept Prototyping, Narrative Wireframe, Production Management

☐ Software Skills

Mac & PC operating systems. Adobe Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, Flash, Final Cut Pro, Soundtrack Pro, Apple iWorks, Microsoft Office, Basic HTML/Action Script 3

☐ Language Skills

Fluent in English, Chinese/Mandarin & Taiwanese