



EXPERIENCE

Wieden Kennedy, Shanghai	Freelance designer and visualizer	Feb 2008 - Jul 2009	INA XI (ZHENGXIN XI)
J. Walter Thomson, Shanghai	Art director	May 2008 - Feb 2009	INASEE@GMAIL.COM 626.272.7585 HTTP://INAXI.NET
TBWA/Group, Shanghai	Freelance designer	Jul 2007 - Feb 2008	#22 818 N MONTEREY ST ALHAMBRA CA91801
Art Center College of Design, Pasadena,	Candidate of Graduate Media Design	Sep 2009 - Present	
Tongji University, School of Liberal Arts, Shanghai, China	Bachelor of Arts, Film Criticism	Sep 2003 - Jun 2007	

PROJECTS

Data Stories: Friends of Friends of Friends	With Intel PaPR Lab, Shona Kitchen and Ben Hooker, Pasadena	May 2010 - present	Selected to participate in a field-research intense design project with considerations towards the future role of design in a highly mediated cultural atmosphere. Role includes devising alternative ways of collective story-telling, designing technological kits and probes.
Sharing the Knowledge, Community Authored Literacy	With Dustin York, Media Design Program, Art Center College of Design, Pasadena	Mar - May 2010	Designing methods for literacy education that are tailored to the specific needs of the learners, using ubiquitous technologies in developing nations as tools. Tasks included careful research, iterated prototyping, conceptualizing through storytelling, experience visualization.
Deluxe, the Color Workshop	With Akzo Nobel Amsterdam, Shanghai	Jul 2009	Led and coordinated a training course for a design consultancy, whose goal was to outline a plan for new product ideas. Strategies included forming the visualizations of the creative improvisations that took place during the brainstorming sessions.
Alpenliebe TV Campaign	With J. Walter Thomson and Perfetti Van Mele, Shanghai	Aug - Dec 2009	Art directed a branding system for the Alpenliebe product line for a series of television commercials. Responsible for the animated character designs and scenarios, in addition to supervision over the animation's production.
Adidas Beijing Olympic Campaign	With TBWA and Adidas, Shanghai	Jul 2007 - Feb 2008	Participated with the creative team for the Adidas branding during the 2008 Beijing Olympic Campaign. Worked on the visual design for store interiors, in addition to idea sketching for the proposal and storyboarding of the TV commercials.

SKILLS

Illustrator	Idea sketching	Actionscript 3
Flash	Storyboarding	html
Photoshop	Fast prototyping	XML
Final Cut	Information design	CSS
Dreamweaver	User experience design	Python
After Effects		Circuits
InDesign		Arduino interface

CLIENTS & PARTNERS

Adidas
TBWA/Group
Perfetti Van Mele
Akzo Nobel
Wieden+Kenedy
Listerine