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Profile

Graphic designer with experience in branding, marketing design, presentation design, illustration, and experiential visual communication. Skilled at creating clear visual systems, campaign assets, pitch decks, digital/print materials, and brand-focused layouts. Background in exhibition design and graphic design, with strengths in storytelling, visual hierarchy, and fast-paced creative production.

Skills

Brand Identity Design / Marketing Collateral / Social Media Graphics / Presentation / Pitch Deck Design
Digital & Print Layout / Campaign Visuals / Illustration / Typography & Visual Hierarchy
Photo Retouching / Visual Storytelling / Client Presentation Support

Education

Georgia State University | M.F.A. Graphic Design **2023–2026**

Guangzhou Academy of Fine Arts | B.A. Display / Exhibition Design **2013–2017**

Experience

Brand Designer, Contract | Shenzhen Maijiaonu Fashion Co., Ltd. **2023**

- Created seasonal campaign visuals, social media graphics, product images, and e-commerce layouts for a fashion retail brand, maintaining a consistent visual identity across digital and retail channels.
- Developed reusable layout systems for lookbooks, product launches, and promotional content, improving efficiency for frequent updates while keeping typography, image treatment, and brand tone consistent.

Creative Visual Designer | Yucolab **2019–2021**

- Designed premium pitch decks, key visuals, and proposal materials for luxury, real estate, cultural, and commercial projects, translating complex ideas into clear visual narratives for client presentations.
- Created style frames, visual guidelines, and presentation layouts for internal teams and external vendors, helping maintain visual consistency across proposal, branding, and production stages.
- Managed multiple design proposals under tight deadlines, refining layout, image selection, typography, and storytelling through repeated client and team feedback rounds.

Graphic Design Team Leader | SURE TRAVEL Company Limited **2018–2019**

- Led high-volume marketing design production across digital and print platforms, including promotional graphics, seasonal campaign assets, advertisements, brochures, and social media visuals.
- Standardized recurring design templates and production workflows to improve turnaround time, reduce repeated revisions, and maintain brand consistency across fast-moving marketing campaigns.
- Collaborated with marketing and operations teams to organize content, update campaign materials, and deliver accurate visual assets for different travel products and seasonal promotions.

Founder / Brand Designer | VACANTZONE **2018**

- Built the visual identity for an independent fashion and lifestyle brand, including logo, packaging, product visuals, storefront presentation, and promotional graphics.
- Directed product photography, image retouching, social media content, and WeChat promotional materials to create a cohesive brand presence from product launch to customer-facing communication.
- Managed brand direction, visual production, and content updates independently, balancing creative concept, product presentation, and practical marketing needs.

Creative Designer | Shenzhen Iwin Visual Technology Co., Ltd. **2017-2018**

- Developed experiential design concepts and visual storytelling flows for technology clients including Huawei, China Mobile, and Mindray, translating business goals into clear presentation narratives.
- Created proposal decks, visual frameworks, and exhibition-related presentation materials for technology, branded experience, and multimedia display projects.
- Collaborated with project managers, key visual designers, video designers, and engineers to ensure creative concepts were visually clear, technically feasible, and aligned with client expectations.