



Professional Profile

Imaginative, technically skilled and highly professional graphic designer and printmaker. Has worked on a broad variety of briefs across multiple sectors and countries, from producing marketing capital and brand identities for universities, restaurant chains and car hire firms, to curating art exhibitions in Beijing and Tokyo. Currently completing an MA at Camberwell college as well as working as a senior web and packaging designer for Cubic, a bespoke womenswear label based in central London. Highly proficient in a range of design packages, including Adobe Illustrator, Photoshop, InDesign, Premiere and Effect, and WordPress. Looking to bring his skills, commitment and creative vision to a similarly dynamic and innovative company.

KEY SKILLS

Digital Photo| Content Creation| Brand Design| Branding| Packaging Design| Video Editing| Typography Graphics| Posters| New Media Posters| Brochures| Fine Art| Sculptures| Graphics Design| Printmaking| Book Binding| Book Covers | Problem Solving| Presentations| International Exhibitions| Collaborations| Mailchimp Campaign Management| Social Media Content Creation| Web Design| UI Design

Career Summary

Freelance Designer and Creative Consultant JULY 2017 – PRESENT

 Beijing, China and London, UK


RESPONSIBILITIES

- Overseeing all branding work for client SME's, including jewellery designers, bespoke and niche retailers, and start-ups
- Establishing a strong visual identity for the client, considering key colour schemes, typefaces and layouts for zines
- Creating designs to reflect the client companies' business identity, encompassing business cards, letterheads and other B2B material
- Liaising closely with clients throughout the design process to ensure their full satisfaction that the brief is met

NOTABLE PROJECTS

- Currently working as Creative Director for a mineral water producer, responsible for all branding design
- Working closely with company management in drawing up and executing new creative marketing strategies

Senior Web & Packaging Designer (Contract work) SEP 2019 – JAN 2020

 Cubic, London W1

RESPONSIBILITIES

- 4-month contract to redesign company website and related graphic products. Holding regular briefings with the company's CEO and founder to exchange strategy and design ideas and develop the company's on-and-offline brand identity
- Devising and implementing design changes to the website to streamline the UX and create the optimal online environment to display Cubic's lines of women's apparel

Graphic Designer (Internship) JUNE 2019 – AUG 2019

 Tapes Print Ltd., London NW10

RESPONSIBILITIES

- Worked in a four-person team reporting to the Creative Director; worked on multimedia material, including logo and poster design, and video script creation and execution, to a broad range of client briefs
- Coming up with new creative ideas to pitch to the team and developing design concepts through to completion

ACHIEVEMENTS/NOTABLE PROJECTS

- Played key role in Capital Claims' rebranding project, designing the new company logo
- Designed new menus for Bella Italia, a restaurant chain with over 90 outlets across the UK

Creative Designer & Course Designer OCT 2017 – AUG 2018

 SFK International Art Education, Beijing, China


RESPONSIBILITIES

- Developed the curriculum for SFK, an exclusive foundation-level art school, and oversaw its implementation
- Reviewed the work of Graphic and Visual Design, and Print-making students, providing them with feedback and guidance
- Designed a wide range of material for the school, including promotional material, brand logos, brochures, websites and book covers

ACHIEVEMENTS

- Revised curriculum led directly to an improvement in student work, many of whom applied for positions in design agencies or pursued their field in top-tier institutions such as UAL and the RCA in London

Exhibitor (as Printmaker) MAR 2017


 *Anaglifos Art Factory Gallery, Barcelona*

KEY ACHIEVEMENTS

- Print piece 'The Short-lived' was selected for display out of more than 400 entries and awarded a 1000 Euro prize

 **Curator**

MAY 2016 – AUG 2016

 *Art in Gallery, Shibuya City, Tokyo*

KEY ACHIEVEMENTS

- Organised highly successful fine-art exhibition, showing works of contemporary painters and print-makers
- Led sponsorship initiative, securing funding from several local and national Japanese firms

Earlier Work

 **Exhibitor (Typeface Printer) and Organiser**

SEP 2015 – FEB 2016

 *Menier Gallery, London*

KEY ACHIEVEMENTS

- Played leading role in organising exhibition which showed works by ten promising UAL students

 **Junior Creative (Graphic Marketing Pathway)**

SEP 2013 – AUG 2015

 *LaiDe Design Studio, Shanghai, China*

KEY ACHIEVEMENTS

- Delivered a number of branding projects, including a brief carried out for FuDan University's Executive MBA program (a top 5 university)
- Worked closely with the copywriting team to design and organise client's social media activities, including that of the Shanghai branch of New Channel Education, a major private education provider in China

 **Temporary Curator**

SEP 2013 – SEP 2014

 *Rongbaozhai Art Gallery, Beijing, China*

KEY ACHIEVEMENT

- Curated an exhibition of Zhang Biao, a renowned Chinese artist, at one of China's most prestigious painting galleries

 **Design Assistant (Internship)**

JUNE 2011 – JUNE 2012

 *Wright Experimental Building & Development Company Ltd., Wuhan, China*


KEY ACHIEVEMENTS


- Embedded in Design Team, working on marketing planning, slogan brainstorming and social media platform strategies
- Assisted on a variety of design briefs, designing logos, packaging, posters and other material

Education

 **MA Visual Arts: Book Arts**

2018 - 2020

 *Camberwell College of Arts, University of the Arts, London*

 **BA (Hons) Graphic Design**

2014 - 2017

 *Camberwell College of Arts, University of Arts, London*

 **Bachelors Diploma in Communications Design (Unfinished)**

2011-2014

 *Hubei Institute of Fine Arts*

Awards:

The Wood Printmaking awards – 2017

Best photography award at the Hubei microfilm contest – 2013

Gold award at the Wuhan drama competition – 2012

Gold award for the best light effects design – 2012

Competencies

IT Skills: Windows & Mac; MS Office Suite including Excel & PowerPoint; Keynote; Adobe Photoshop, Adobe InDesign, Adobe Illustrator; Final Cut PRO, Adobe Premiere, Cinema 4D, Adobe Effect; WordPress

Languages: Mandarin – Mother Tongue; English – Fluent; Japanese – Fluent

Interests

History; Cultural Research; Chess; Poetry; Photography; Fencing; Football