



## CREATIVE DIRECTOR

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## EDUCATION

Savannah College of Art and Design  
Atlanta, GA | Advertising B.F.A

## CERTIFICATIONS

### Udemy Certified

Responsive Websites with HTML 5 and CSS3

## APPLICATIONS

Photoshop	Figma	Shopify
Illustrator	Adobe XD	Hubspot
InDesign	Invision	Mailchimp
After Effects	WordPress	Pardot

## PROFESSIONAL SKILLS

Client Pitches	360° Campaigns
Client Presentations	Process Enhancer

## LANGUAGES

English (Native)  
Chinese (Verbal)

## INTERESTS

- Opening internet tabs like I'll return to them.
- Tripping over cracks on the sidewalk.
- Building backstories about random people.
- Chugging ice cold water at 3AM.
- Puns and well-timed one-liners.
- *Offering unnecessary personal details.*

## DIGITAS – CREATIVE DIRECTOR

2022-PRESENT

### FERRERO GROUP

- **Nutella:** Conceptualized Super Bowl 2027 campaigns and led creative development across their full product portfolio.
- **Tic Tac:** Directed World Cup 2026 Tic Tac x Dr Pepper campaign from ideation through storyboarding, managing cross-agency collaboration and client alignment to deliver a fully CGI legally approved spot. Spearheaded the 2027 Tic Tac social media rebrand and execution targeting Millennials.

### T. ROWE PRICE

- Collaborated on an Ad Age featured 360° campaign in partnership with Bloomberg to include an upside-down TV spot, a Bloomberg Businessweek takeover, and in-person newsstand activation at the Oculus in NYC. Contributed to commercial editing and color grading of CGI cityscapes while overseeing activation build, props, and casting.
- Reimagined display, video, and social assets for financial products to align with a new surreal brand direction uncommonly seen in finance.

### AMERICAN EXPRESS

- Led end-to-end commercial production from concept through post, including storyboarding, on-set direction, editing, color, VFX, music, and multi-format delivery to be used on socials and as display ads.
- Crafted the visual identity for the Limited Edition Boeing 747 Delta Reserve Cards. Created a brand book which served as a design benchmark for all cross-channel agencies.
- Built a faux animated and interactive microsite in InDesign to reduce development costs while preserving functionality and tracking.
- Partnered with developers to design an interactive online training platform for their global team, leading in both UX and UI execution.

## MARKETWAKE – ART DIRECTOR

2019-2022

### WEBSITES

- Led UX and UI design as well as initial website builds, contributing to front-end coding as needed and collaborated with developers on CMS and advanced functionality across B2B and B2C clients.
- Oversaw the website department (UX, UI and development) processes, presented team design work to clients and pitched for new business.
- Trained in designing and building outbound emails across multiple platforms such as Hubspot, Pardot and Mailchimp.

### BRANDING

- Transformed the company's presentation approach towards clients into a gamified choose-your-own-adventure format, increasing client engagement and reducing revision cycles.
- Led and executed branding across logos, digital assets, social, web, email, print, and packaging.