

"Coco delivers compelling and strategically oriented designs with a pinch of humor. She specializes in graphic design, web design, storytelling, and illustration—both technical and artistic. "

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SKILLS

ADOBE CREATIVE SUITE

Illustrator Indesign Photoshop
DreamWeaver

COMPUTER PROGRAMMING

HTML CSS

DIGITAL DESIGN TOOL

Axure Sketch InVision WordPress

LANGUAGE

English (Full professional proficiency)
Mandarin Chinese (Native)
Taiwanese (Native)

ADVERTISING / VISUAL DESIGN

Art Direction Concept Design
Web Design Character Design

MARKETING TOOL

Google Analytic SEO Optimization

EDUCATION

M.A., ADVERTISING

M.A., BUSINESS DESIGN AND ARTS LEADERSHIP

Savannah College of Art and Design
(SCAD Atlanta) 2017-2019
Acceptance Scholarship (2017/2018)

B.A., FASHION DESIGN

Shih Chin University 2011-2016
Marketing and Management in
Creative Industry Certificate

EXPERIENCE

EXPONENT COLLABORATIVE

Graphic Designer/Illustrator, Mar. 2020 - Present

Developed 100+ insightful illustrations for the RAPID ACCELERATION OF DIAGNOSTICS (RADX) program, delivered art for IFU, QRG, manuals, and other materials.

Visualize ideas and concepts for brand/product development, create 50+ graphic designs and illustrations for cross-platform campaigns including digital and print.

GOLDEN SOURCE CONSULTANTS

Graphic and Communication Designer, Oct. 2019 - Feb. 2021

Contribute to the ideation, conceptualization, and development of a Physician 4H E-Learning Module Project.

Create compelling and strategically oriented information designs to deliver an engaging user experience.

Concept and create practical innovative solutions to meet marketing and creative objectives, tasked in marketing materials like print/digital ads, brochures/handouts, presentations/guides, introduction/ interview videos, video ads and other related products.

Lead the company site's re-design project & the launch of an online healthcare assessment tool:

- collaborate with cross-functional teams on the creation of unique concepts
- proposed and implemented new site content architecture and navigation scheme
- develop graphic resources and UI solutions to achieve design goals
- performed routine updates, upgrades and overall maintenance of the websites

MVO MARKETING

Web & Graphic Designer, Jun. 2019 - Oct. 2019, Atlanta

Proposed and implemented new site content architecture and navigation scheme for MVO Marketing Store website redesign. Spearheaded daily design including digital marketing graphics, and print ads.

COX COMMUNICATION

Freelance Product Designer, Mar. 2019 - Jul. 2019, Atlanta

Conceptualized and designed a Mobile Personal Emergency Response Systems (mPERS) product to provide security within senior living.

AWARD

RED DOT: COMMUNICATION DESIGN AWARD 2019

IDA DESIGN AWARDS GOLD WINNER 2019

Tokyo 2020 Olympic Games/Nike Project: Altius