



SUMMARY: I have worked as an Art Director/User Experience Expert in both full time positions and as an independent freelancer. I have knowledge and experience working with user-centered design principles, PLUS, experience managing successful creative teams in large scale projects. My professional skills draw on 8 years of previous experience as an Art Director, and Lead Designer working with top fortune 500 companies such as Yahoo!, Visa and eBay/PayPal. I would like to work with no-nonsense people who know what they want and how to achieve their objectives successfully. Be part of a team of Creatives that are fiercely determined to develop killer ideas and have the passionate drive to fulfill their visions.

Specialties:

- Develop and communicate industry-leading creative concepts
- Acute understanding of user-centered principles
- Acute attention to usability, content driven design
- Strong understanding and formal training in graphic design principles such as Typography, Color Theory, and Composition
- Ability to conceptualize multiple unique designs within a tight time frame
- Sound knowledge of platform limitations

EXPERIENCE: August 2008 – Present
Yahoo! Inc.
Search & Web Portal
www.yahoo.com

Sr./Staff Designer

At Yahoo!, I'm responsible for art directing and designing of new concepts, architecture and branding presence for Yahoo! Health. I work closely with all UED members, front/backend engineering, Product Management, Marketing, as well as stakeholders across all the business units to develop user centric designs and design guidelines.

Responsibilities:

- Provide the creative vision, strategy and leadership to develop a more user centric Y! Health.
- Working with senior management to determine milestones and deliverables, assessing user experience needs and coordination of production resources
- Provide Art Direction for co-branding partners
- Develop project prototypes for user friendly designs

October 2006-Present
eBay Inc.- PayPal Division
Online Payments Solution
www.paypal.com

Lead Visual Designer

Here at PayPal, I will work closely with UED: interaction designers, design researchers, web developers, and cross-functional teams: Product Management, Marketing, Engineering, etc. within the user experience department as well as stakeholders across all the business units in PayPal/eBay to develop global designs and design guidelines.

- Translate design problems with many stakeholders into scalable design solutions, and communicate design rationales to various audiences.
- Establish and cultivate internal relationships with key contacts across departments.
- Provide visual design guidance for developers and for other UED teams through implementing and designing for cross-network interfaces and Platform best practices.
- Working with project management to determine milestones and deliverables, assessing creative needs and coordination of production resources
- Work with technology team and designers to develop cross-network scalable presentation layer design solutions for network implementation, maintaining deep understanding of platform products and their inter-relationships.
- Researching, evaluating and implementation of new design trends that may influence future projects.

May 2006-October 2006
AllBusiness.com
Online Business Resource Site
www.allbusiness.com

Senior Art Director

Responsible for directing and designing of new concepts, architecture and branding presence for AllBusiness.com. In a few month, I was able to implement a process to overhaul the Interaction and visual design language of AllBusiness.com to new industry standards and beyond. The refreshed site architecture and design helped attract millions more visitors and subsequently helped the company grow tremendously.

Responsible for directing and designing of new concepts, architecture and branding presence for AllBusiness.com. In a few month, I was able to implement a process to overhaul the Interaction and visual design language of AllBusiness.com to new industry standards and beyond. The refreshed site architecture and design helped attract millions more visitors and subsequently helped the company grow tremendously.

August / 2000 -May 2006
Extractable Solutions
Web Consulting Agency
www.extractable.com

Senior Art Director

Responsible for directing and designing of new concepts, architecture and branding presence for 98% of Extractable's clients. These clients included Visa, Palm, Palmsource, 3Com, Scantron, SupportSoft, Amerisource Bergen, CTA and many more.

- Art Directing and Design
- Provide the creative vision, strategy and leadership
- Defining the strategic goals and accompanying business challenges of proposed user experience projects.
- Working with senior management to determine milestones and deliverables, assessing user experience needs and coordination of production resources
- Developing project prototypes for user friendly designs

SKILLS: Proficient in Photoshop, Illustrator, Quark X-Press, In Design, Flash, Microsoft Office Suite. Familiar with functionality and implementation of most design and web technologies, including Flex, Fireworks, CSS, HTML, Javascript, generator capabilities, browser cross platform differences. PC and Mac savvy.

Fluent in English and Chinese (Mandarin)

EDUCATION: Bachelor of Fine Arts
Photography, December 2000
Academy of Art University
San Francisco

Associate Degree
International Business, June 1996
Tamsui Oxford University
Taipei, Taiwan
