



awards

CAMPAIGN: uTINTsil

[2020 Communications Arts Advertising Competition \(Winner\)](#) • Creativity International Design & Advertising Awards (Silver) • [Published on Ads of the World](#)

education

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS SYRACUSE UNIVERSITY – May 2020, Cum Laude

B.S. in Advertising, Art Direction emphasis
Minors in Asian & Asian American Studies, Information Management & Technology

skills

Adobe Photoshop, Premiere Pro, InDesign, Illustrator
Simmons OneView, Commspoint, MRI+
Microsoft Word, PowerPoint, Excel, Outlook
TikTok, Facebook, Instagram, Snapchat, Twitter, Tumblr

activities

Asian Students in America • Kappa Phi Lambda (Asian-interest sorority) • Delta Kappa Alpha (cinematic professional fraternity) • illustration • graphic design • video editing • traveling • collecting pictures of abnormally round animals • laughing at my own jokes

experience

EXPERIENTIAL EVENTS INTERN, MATTE Projects

NEW YORK, NY – Sept. to Dec. 2019

interned directly under the Senior Account Manager of the Experiential Dept. • worked alongside the team to generate new and exciting events for clients • researched, organized, and created briefs and decks to be presented internally and to clients • completed administrative tasks to ensure the team communicated smoothly

ART DIRECTOR INTERN, FCB Health Network

NEW YORK, NY – June to Aug. 2019

created social media campaign for FCBCURE's Instagram • conceptualized creative campaigns for top pharmaceutical clients • developed a pitch from start to finish, including forming the creative brief and composing campaign assets • won intern campaign pitch project against 4 teams judged by CEO, CCO, ECD, and client

PRINT DESIGNER, Jerk Magazine

SYRACUSE, NY – Feb. to May 2019

designed for student-run lifestyle magazine on campus • created layouts for editorial prints • produced multiple page designs quickly under restricted time frames

RETOUCH INTERN, Net-a-Porter, Ltd.

MAHWAH, NJ – June to Aug. 2018

retouched designer clothing, accessories and products digitally for e-commerce website • performed various retouching techniques within Photoshop • handled delicate luxury items for color-correction sampling

JUNIOR ASSOCIATE CREATIVE DIRECTOR, TNH

SYRACUSE, NY – Jan. 2017 to Dec. 2018

hand-picked for student-run ad agency working with local clients (To Your Measure, S.I. Newhouse, StayBilley) • composed copy for To Your Measure newsletter • assisted in redesigning S.I. Newhouse's website and brand logo • developed 31 tweets and visual content for StayBilley's Twitter

RETOUCH INTERN, Pro Image Photo (Printing Lab)

NEW YORK, NY – Feb. to May 2016

created digital alterations to photographs • retouched damaged photos in Photoshop • photographed passport photos • operated photo scanners and printers

PHOTO DEPT. INTERN, American Museum of Natural History

NEW YORK, NY – July to Aug. 2015

worked as assistant to Director of Photo Department • photographed museum displays, private collections, and test model for 'Dinosaurs Among Us' exhibit • retouched photos of merchandise for museum's online store in Photoshop and Lightroom • photographed images for museum archives