

- Creative Strategist with a design background. Managed several different projects across branding, service design, outdoor advertising, healthcare communication.
- Highly motivated individual with expert technology knowledge, competitive innovation and design skillset.

PROFESSIONAL EXPERIENCES

Nov.2016
Present

BANBURY

Currently in charge of brand strategies for Banbury Partnership.

ASSOCIATE BRAND MANAGER
Singapore, Singapore

- Design brand assets: logos, typeface, colour guideline and brand mascot. Liaise internal and external brand collaterals
- Team management responsibilities: expanded team from 8 to 15 associates (Design & Marketing) and proposed a talent development programs
- Develop the design of the user interface and provide contents for Banbury website.
- Lead the overall production of keynote presentations, catalogues, newsletters, invitations and other promotional material.

Jan.2016
Mar.2016


accenture

The Innovation Unit at Accenture Interactive invited me to collaborate and find solutions for the communication gaps in health care services for HIV patients.

INNOVATION STRATEGIST
London, UK

- Designed interviews, survey and questionnaires to collect insights from stakeholders (HIV specialists, HIV patients and carers).
- Developed the user's journey, personas and service blueprint.
- Transformed insights from end users research into practical solutions.
- Developed concept design for a series of cloud devices which have dual functions: backing up data and providing extra security.

Nov.2014
Jan.2015

 **Camden**

Worked with the councillors and policy advisors from the Camden Council to mediate the relationship between different age groups within the borough.

SERVICE DESIGNER
London, UK

- Developed user research in areas that has more than 30% of the total reported conflicts.
- Hosted interviews and ten workshops with 120 local residents in both age groups to collect insights.
- Developed a geo-location gaming prototype and performed user testing with 30 users.
- Presented the outcomes at the Camden Council Headquarter in King's Cross and response to the local councillors' questions.

Sep,2013
Sep.2014



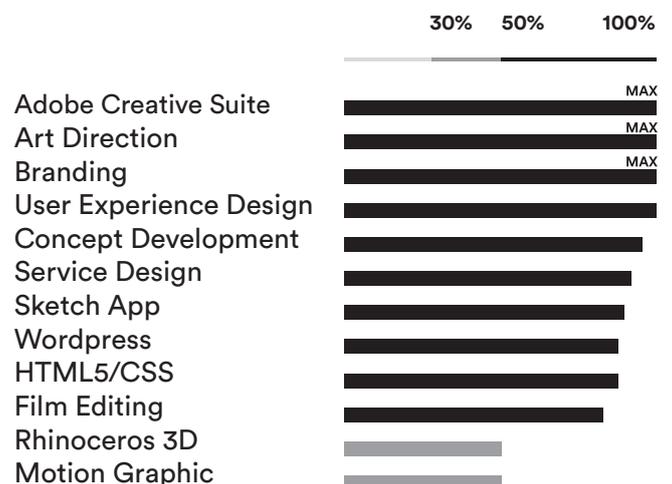
PROJECT MANAGER
Ho Chi Minh City,
Vietnam

I managed Unilever's outdoor advertising account in Vietnam through Mindshare.

- Managed a team of 5 in-house members and 25 external partners, including construction companies, legal advisors and printing services.
- Tracked development progress of outdoor advertising construction and report directly to account director. Delievered 52 billboards, 120 bus stop displays.
- Increased brand awareness through organising 8 product expos in 12 markets. Attended by +6000 visitors
- Managed a budget of \$450,000
- Managed external stakeholder relationships (outdoor site owners, local authorities and local communities).

DESIGN & TECHNICAL SKILLS

Assessment is based on experience, knowledge and proficiency.



EDUCATION



Royal College of Art
2014-2016 / London, UK
MA Information Experience Design

- Helen Hamlyn Design Award Nomination, sponsored by the Snowdown Trust.
- Collaborated with the Royal Academic of Art to produce content for the Late event of artist Ai Wei Wei.
- First prize winner of Investor Pitch competition for London Fashion Tech & Sustainability Hackathon. Received the cash prize of £4000.



University for Creative Arts
2009-2013 / Surrey, UK
BA(Hons) Graphic Design: New Media

- First Class Honours, Best of Year Award.
- Curated the Final Degree Show.
- YCN Student Award winner in 2011.
- Work placements with RAPP UK(2011) and J. Walter Thompson Vietnam(2012).
- Design to Win's Finalist, exhibited at the Design Museum London in 2013.