



GRAPHIC DESIGNER

fei.works

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626.720.3642

EDUCATION

September 2019 – April 2024
ArtCenter College of Design
Pasadena, CA
Bachelor of Fine Arts in Graphic Design

EXPERIENCE

September 2023 – December 2023
Teaching Assistant | ArtCenter College of Design
Pasadena, CA
Assisted Ivan Cruz with his Mediatecture course. Worked with students to create interactive installations using different materials as extensions to their other projects. Tutored students in MadMapper and other projecting software.

June 2021 – September 2021
Graphic Design Intern | REDOG
Guangzhou, China
Collaborated with the design team on Chinese Merchants Bank festive promotion visuals, enhancing awareness of the brand. Worked closely with the creative director on the studio's marketing blog cover design templates, improving the efficiency and marketing sequence of the design. Helped to launch the studio's own physical phone case store, including designing promotional posters and phone case graphics.

October 2020
Behind The Scenes Photographer and Movie Poster Designer | Paper Airplane
Los Angeles, CA
Shot behind the scenes images for an award-winning student film, designed movie posters and promotional visuals. Collaborated with students from different specialties within the film department.

October 2015 – May 2020
Freelance Graphic Designer
Remote
Collaborated with a diverse variety of online authors, artists, and small teams to create visuals, including book covers, album covers (digital and physical), and VJ loop videos. Also worked with different fandoms, primarily groups of enthusiastic fans across Asia, for the design of bespoke visual support for their idols, including the creation of a wide array of fan-made merchandise and promotional designs across different media. This spanned from traditional formats such as banners, posters, and Nasdaq billboards, to innovative digital platforms, including promotional visuals for music apps, online media banners, and versatile digital advertisements tailored to various sizes and uses. These experiences enhanced expertise in both traditional and digital promotional design, facilitating adeptness in catering to varied clientele with unique cultural and design expectations.

RECOGNITION

2023 – 2024
ArtCenter Student Gallery
Punk Health (poster)
The Human Experience (poster)
The Pig Inn (editorial)

2020 – 2024
Provost's List
ArtCenter College of Design
GPA of 3.8 or higher

EXPERTISE

Strong working knowledge of:
InDesign, Illustrator, Photoshop, After Effects, MadMapper, TouchOSC, XD, Lightroom, Glyphs, Keynote, Pages, Acrobat, Slides, Miro

Familiar with:
p5.js, Processing, Premiere Pro, Cinema 4D, TouchDesigner, Webflow, Figma, SketchUp, Autodesk

Skills:
Brand identity development, creative direction, generative design, creative coding, spatial and installation design, 3D motion, book binding, letterpress, DSLR photography, laser cutting, Kongsberg cutting

Languages:
English (fluent)
Cantonese (native)
Mandarin (native)