

EXPERIENCE

Education

09/2017 - 05/2022

ArtCenter College of Design | Pasadena, CA

Product Design
Bachelor of Science

Work

10/2022 - Present

Nature Restore | Graphic Design | Los Angeles, USA

Focusing on e-commerce and digital design, including website, email, banner, and social media post, and also responsible for package labeling design.

06/2022 - 10/2022

Doris Dev | Graphic Design Freelance | New York, USA

Following the brand guidelines to create presentation template, press sheet, reports, event invitation, social media post and packaging labeling.

06/2022 - 02/2023

Coosi Studio | Graphic Design Freelance | Los Angeles, USA

Creating brand identities, colors, patterns and other branding assets for different clients, including car industry, robotics industry and food industry.

Internship

09/2021 - 05/2022

Procter & Gamble | Innovation Design Co-op | Cincinnati, USA

Working under the new business unit of P&G, PG ventures. Helping the team to design packaging solutions for ZEVO, focusing on sustainability, functionally, compactly and aesthetically to better present the products on shelf.

05/2021 - 08/2021

Aolab | Packaging/Branding Internship | Shanghai, China

The only packaging and graphic designer working on hotel toiletries packagings for Tonino Lamborghini Hotel Yixing, this project was out for use in September 2021. Also assist designing brand identity and system for a furniture company.

04/2021 - 08/2021

Eternal Fleur | Packaging Internship | New York, USA

The only packaging designer help to designing structures and shipping boxes for flower packagings, this project was put in use in July 2021.

10/2020 - 01/2021

Design360 Unlimited | Graphic Internship | Los Angeles, USA

Working as a graphic designer to help creating branding identities for different clients, including logo design, stationery design, packaging design, and as well as presentation decks. One of the project was to assist designing graphics of PPE packaging for NBA teams.

ArtCenter

03/2021

Oreo Sponsored Design Storm

Lead a team of 3 to come up with new ways of advertising, and basic on that create new designs of shipping boxes and packaging opening ceremony for Oreo cookies to deliver joyfulness for consumers.

01/2020 - 04/2020

SIG Sponsored Packaging Project

Lead a team of 5 to creating new dieline pattern for carton boxed drinks, considering the aspects of aesthetic forms and silhouette designs as well as easy manufacturing functions in the lowest price.

05/2021

First Place of Dieline Awards 2021

Breath (Rebranding for Gum Oral Care Packaging)

05/2019 - 12/2019

Exhibited in ArtCenter Student Gallery

MYST Series (Rebranding for NKD SKN Self-tanning Packaging)
TONEXT PocketMic (New Audio Recording Product line for YAMAHA)

SULI

RECOGNITION

SKILLS SET

Sketching
Storytelling
Innovative Thinking
Packaging Design
Logo Design
Graphic Design
Motion Design
3D Prototyping
Digital Rendering
Visual Presentation

SOFTWARE

Photoshop
Illustrator
InDesign
After Effects
Adobe XD
Figma
SolidWorks
KeyShot
Keynote
Microsoft Tools

PLATFORM

Shopify
Wix
Squarespace
Mailchimp
Klaviyo
Sendinblue
Unlayer
Hubspot

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Branding | Packaging | Product

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