

About Me

I am a Packaging Designer with six years experience of executing over 30+ consumer packagings from concepts to mass production. Detail oriented, creative in problem-solving, effective execution. Proficiency in both 2D and 3D CAD for design presentation. Ability to illustrate customers' creative mind into technical languages to manufacturers and drive forward the development. Achieved 10+ engineering investigations to increase process efficiency with multiple suppliers.

EDUCATION

BFA in product Design at Parsons the new school for design 2006 ~ 2009

(Rank #1 Best College for Art and Design in the United States by Quacquarelli Symonds World University 2015)

SKILLS

Chinese (technical Proficiency): **Advanced**

ArtioCAD/other 2D CAD: **Advanced**

Solidwork/Pro-E/Keyshot: **Intermediate**

ISTA 2A,3A / ASTM D4169: **Novice**

Adobe Illustrator/Photoshop: **Advanced**

AWARDS & ACHIEVEMENTS

- Event planning leader at Lighthouse adult bubble study group '13
- Koelner Design Preis International Award '09
- Parsons Product Design Thesis Award '09
- Parsons Dean's List (GPA 3.7 and above): 2006~2009
- Eco-Eyebeam Visual Challenge Competition Finalist '08
- Adobe Design Achievement Award Competition Semi-Finalist '08
- Parsons (The New School) BFA Scholarship '07
- Volunteer at VA Palo Alto Health Care rehabilitation division '06
- Rhode Island School of Design Annual Art Award '05

Work Experience

JUNE 2013 - MAY 2016. PACKAGING ENGINEERING MANAGER AT YUTO

- Utilized sketches, 3D renders, and other communication method to illustrate concepts before proceeding to structural design.
- Consulted both design and operation parties for essential needs to identify feasible materials and production processes.
- Analyzed the performance of structure engineering with reliability testing reports.
- Coordinated from 8 to 15 packaging components per BOM including shippers, folding carton, molded fiber, PET and labels.
- Worked directly with five suppliers to standardized the manufacturing process for yield and cosmetic improvement.
- Established DFM (Design for Manufacturability) in procedure for transparent manufacturing process breakdown analysis.
- Completed the following major development in the past three years: Achievement of defining emboss/deboss graphics in production, substitute adhesive with high-frequency welding process for cost down, rigid box automation tolerance study.

JUNE 2012 - MAY 2013. PACKAGING DESIGN ENGINEER AT LILIN CO., LTD. & SINO CELTICS HK LTD.

- Engaged with various parties to brainstormed new concepts with customers.
- Troubleshooted the test failure, analyzed and reversed engineering the structure to improve the design durability.
- Coordinated 10+ programs at once; managed all packaging components in each BOM to meet customers' ramp schedule.

NOVEMBER 2010 ~ JUNE 2012. PACKAGING DESIGN ENGINEER AT CHENG LONG CORP.

- Advocated the process of substituting plastic with all paper solution to comply with customer's environmental responsibility policy for 10+ of the computer cable accessories.
- Designed and engineered components from scratches; including master carton, folding carton and thermoform plastic.

JULY 2009 ~ MARCH 2010. PRODUCT DESIGNER AT TOUCH GRAPHICS, INC

- Worked with local school to research the visually impaired children's interaction behavior with tactile, and applied the study to designing of the tactile navigation device.

I have work with several Globe Top 100 companies and over 30+ packaging design developments.
Please contact me for in-depth packaging experience. Thank you!