

## WORK EXPERIENCE

Sept 2020 - Present (Lighting)	Head of R&D + Head of Design & Marketing, YYZ Lighting Inc. <ul style="list-style-type: none"><li>- Oversee the entire R&amp;D and Design departments</li><li>- Develop creative vision and innovative strategies to promote company branding and elevate the company's exposure</li><li>- Drive the creation of new products and expand diversity of the product line</li><li>- Develop business approach that respond to current industry trend to maintain company competitiveness</li><li>- Guide the development of all brand, product &amp; marketing content</li><li>- Lead and mentor the design, engineer, website &amp; production team to ensure all deliverables are in line with the company's goal and brand direction</li></ul>
July 2020 - Apr 2024 (Smart Home)	Creative Director, Votion Ltd. (Contract) <ul style="list-style-type: none"><li>- Oversaw the entire design department</li><li>- Developed the creative direction and strategies of company's brand, product, graphic, marketing, &amp; UX/UI development</li><li>- Established Votion style guide for the team to follow</li><li>- Leading role for all creative related decisions for the company</li></ul>
Jun 2017 - Jun 2020 (Cosmetic & Household)	Design Manager, Asquan Group Ltd. <ul style="list-style-type: none"><li>- Led the design &amp; marketing team in the company head office</li><li>- Strategized with the US &amp; EUR team on company's brand direction, upcoming trends, and all product developments</li><li>- Spearheaded all booth developments for all exhibitions</li><li>- Oversaw projects from concept development to production</li><li>- Coordinated with designers &amp; engineers to ensure a balance between aesthetic, cost &amp; manufacture limitation</li></ul>
Feb 2016 - Jun 2017 (Toy)	Senior Design Manager, Hedgehog Design Ltd. <ul style="list-style-type: none"><li>- Oversaw and managed the product &amp; graphic design team</li><li>- Effectively transformed client's vision into tangible concepts</li><li>- Responsible for projects from concept to tooling model</li><li>- Developed new brand concepts &amp; product line</li></ul>
Jan 2015 - Dec 2015 (Toy & Branding)	Creative Designer, Whim Inc. Ltd. <ul style="list-style-type: none"><li>- Developed new brand concepts &amp; product line</li><li>- Created company website and mobile UX/UI</li><li>- Collaborated with engineers &amp; QC in product development</li></ul>
Feb 2012 - Dec 2014 (Toy)	Product Designer, Wing Mau Product Development Ltd. <ul style="list-style-type: none"><li>- Developed ODM &amp; OEM toy/collection products</li><li>- Design project lead in various OEM projects</li><li>- Responsible for projects from concept to manufacturing</li><li>- Work alongside with engineers &amp; QC in production</li></ul>

## EDUCATION

2006 - 2010	Ontario College of Art and Design University Major in Industrial Design Bachelor of Design
2002 - 2006	Cardinal Carter Academy for the Arts Major in Visual Art Ontario Secondary School Diploma

**SKILL SETS**

Design & Management	<ul style="list-style-type: none"> <li>- Over 12 years of experience specializing in branding, product &amp; graphic design in wide range of industries (Commercial lighting, smart home, cosmetic, household and toy)</li> <li>- Working experience as team lead and project management (Distribute work base on teammates strength, problem solve unforeseen hurdles, setting up accurate deadlines &amp; milestones)</li> <li>- Indepth knowledge with using different types of materials (Metal, plastic and wood)</li> <li>- Working knowledge of product manufacturing techniques (Injection molding, extrusion, die casting, blow molding, etc.)</li> </ul>
Technical	<ul style="list-style-type: none"> <li>- Adobe CC (Illustrator, Photoshop, XD, InDesign &amp; Lightroom)</li> <li>- 3D Software (Fusion360, SolidWorks, KeyShot, FreeForm &amp; SketchUp)</li> <li>- Collaboration Software (Microsoft Teams, Slack, Zeplin &amp; Gitlab)</li> <li>- Workshop Machinery of wood, metal, plastic &amp; fabric (lathe, milling machine, table saw, band saw etc.)</li> </ul>
Bilingual	<ul style="list-style-type: none"> <li>- English (Native) &amp; Chinese (Cantonese)</li> </ul>

**AWARDS**

2018	- SolidWorks Associate - Mechanical Design Certificate
2010	- Wilderness First Aid
2009	- St. John Ambulance Certificate Standard First Aid Level A CPR
2008	- Duke of Edinburgh's Award Gold Level

**STRENGTHS**

- Strong work ethic	- Polymath	- Creative problem solver
- Affable personality	- Self-motivated	- Team player
- Observant	- Organized	- Visual & kinetic learner

**VOLUNTEER EXPERIENCE**

July 2022 - Sept 2022 (Canada)	Don Valley Brick Works Ambassador, City of Toronto <ul style="list-style-type: none"> <li>- Assist on nature walks</li> <li>- Promote native plants and species</li> <li>- Provide visitors with park related information</li> </ul>
2013 - 2014 (Hong Kong)	English Teacher, Inspiration Academy (Program in Holy Cross Church) <ul style="list-style-type: none"> <li>- Develop lesson plan with other teacher</li> <li>- Teach lessons on a weekly base</li> <li>- Follow up on students' progress in the program</li> </ul>
2007 - 2012 (Canada)	Gold Operation Team & Executive Committee, Vision Youth (Leadership Program in Toronto) <ul style="list-style-type: none"> <li>- Plan and organize training for the Gold Level Program</li> <li>- Ensure safety and integrity of all indoor &amp; outdoor activities organized under all programs</li> <li>- Coordinating with other volunteers in other programs</li> </ul>