

# CURRICULUM VITAE

## Professional Experiences

**FREELANCE BRAND DESIGN CONSULTANT.** Plano, TX. August 2016–now  
Consulting brands on strategies of brand identity, packaging and store design

**ARTIST.** Plano, TX. August 2016–now  
Beaudry Gallery. Dallas, TX

**BEDROCK MANUFACTURING.** Plano, TX. 2013–2016  
Bedrock Manufacturing, a venture capital firm, builds brands in creative, fashion and consumer product sectors. Its brands include Shinola, Filson, Reel FX, etc. My time at Bedrock consisted of two parts:

- a. **Lodge 26 Branding Agency.** Dallas, TX. 2014–2016  
**Founder/creative Director**
  - Founded the agency within Bedrock Manufacturing
  - Set vision for all projects and supervise the creative process
  - Business development and client presentation
  - Clients included Bedrock Detroit, Epic Deep Ellum, Filson, Robert Talbott, etc.
  
- b. **Filson.** Seattle, WA. 2013–2014  
**Vice President, Creative Director**

Filson has been an American heritage brand since 1897. I was assigned to retool its branding soon after Bedrock acquired the company

  - Defined the brand position, core values, message and the creative direction
  - Elevated the branding quality through catalog, website, copy-writing, video, packaging, store design and visual merchandising
  - Defined and conceptualized seasonal campaigns
  - Built the in-house creative team and the creative process

**FOSSIL INC.** Richardson, TX. 1994–2013  
**Vice President, Fossil Image Director**  
I joined Fossil as a Sr. Designer during the early stage of its growth. In the 19 years at Fossil, especially as Vice President, Image Director, I played a significant role in Fossil's evolution into a global brand.

- As a member of the Fossil Brand Team, I managed the development of the Fossil branding as it expanded into new product categories and countries; and when it faced new challenges
- Defined the overarching brand image
- Led the development of seasonal concepts and creative directions

- Oversaw creative executions in photo shoots and the design of catalog, website, marketing communications, packaging, retail branding, advertising and video
- Managed the evolution of Fossil watch tins, which are one of the most important asset for the brand image
- Supported both domestic and international markets with creative direction and design services
- Led the growth of the Fossil Image Team to 45 designers and production artists
- Coached designers and design managers to create high quality concept and design

**UNIVERSITY OF NORTH TEXAS.** Denton, TX. 1995-1996  
Adjunct Professor in Communication Design

**UNIVERSITY OF NORTH TEXAS.** Denton, TX. 1993-1994  
MFA Teaching Fellow in Communication Design

**TEXAS WOMAN'S UNIVERSITY.** Denton, TX. 1991-1993  
Part-time designer at the Office of Information

**LUXUN ACADEMY OF FINE ART.** Shenyang, China. 1985-1989  
Assistant Professor

## Education

**UNIVERSITY OF NORTH TEXAS.** Denton, TX. 1994  
Master of Fine Art in Communication Design

**LUXUN ACADEMY OF FINE ARTS.** Shenyang, China. 1985  
Bachelor of Fine Art in Graphic Design

## Awards

- More than 50 works designed or directed by me were awarded by or accepted into competitions by Communication Arts, How, Print, Graphis, Graphic Design USA, Type Director's Club, AR 100, P.I.E. Books, etc.
- My student work won prizes in Creative Summit, DSVC and Houston Art Director's Club
- Grand prize of Infiniti National Student Art Competition and \$15,000 award. 1992
- UNT Outstanding Alumnus/Alumna Service Award. 2006
- Paintings awarded by The 7th Chinese National Art Biannual, Watercolor USA, Transparent Watercolor Society of America, Portrait Society of America and Art Olympia (Japan), etc.

## Speaking

- I have spoken about communication design, Fossil design and design management at:
- Design Management Institute Webinar. 2010
  - Shantou University, Shantou, China. 2009
  - People's University, Beijing, China. 2009
  - Central Academy of Fine Arts, Beijing China. 2009
  - Design Management Institute Conference, Barcelona, Spain. 2004
  - Shenzhen Art School, Shenzhen, China. 2000
  - Luxun Academy of Fine Arts, Shenyang, China. 1995

## Judging

- DSVC National Student Show. 2012
- Visual Arts Society of Texas Annual Juried Members Exhibition. 2008
- Communication Arts Magazine Illustration Annual. 2007
- DSVC National Student Show. 2006
- The New Mexico Advertising Federation ADDY Awards. 1999
- Connecticut Art Directors Club. 1997

## Interests

- Daoism, Tai Chi and tea
- Classical music and opera appreciation
- Travel, culture and museums
- Design and architecture history

## Language

Fluent in English and Chinese (Mandarin).