



LISAXIAN

lisaxian.com

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(852) 6956 5561

EDUCATION

School of the Art Institute of Chicago

BFA in Visual Communication Design

2014–2016

Savannah College of Art and Design

(Hong Kong)

BFA in Advertising

2012–2014

EXPERTISE

Skills

Advertising

Graphic Design

User Interface Design

Program Software

Proficient in Adobe Creative Suite

Language

Native proficiency in English,

Mandarin, and Cantonese

ACHIEVEMENTS

2014 SAIC Merit Scholarship

2013 SCAD Dean's List

2013 SCAD Artistic Honors Scholarship

2012 SCAD Academic Honors Scholarship

INVOLVEMENT

2016 SAIC AIGA Design Show | Chicago, IL

2016 Orientation leader | Chicago, IL

WORK EXPERIENCE

2020 Mar - Present | Hong Kong, HK

Archetype, Senior Digital Designer APAC

- Brought to life brand stories through social media initiatives and campaign activations while balancing strategic development with client business objectives.
- Partnered with illustrators, animators and engineers to create digital experiences, including microsites and refresh of websites/mobile applications.
- Managed regional hiring program for creative interns by supporting HR operations, including portfolio screening, interviews and capacity planning.

2018 Aug - 2020 Feb | Hong Kong, HK

Isobar, Digital Art Director

- Conducted user-centric research with UX teams to deliver fully realized designs that simplified the user journey and experience.
- Developed style guides, visual design languages and systems for property developers, luxury hotel companies, and skincare collections.
- Created user generated content and distributed effectively on social platforms to engage audiences on Facebook and Instagram.

2017 Summer | New York, NY

Lippincott, Visual Communication Design Intern

- Refined comprehensive design solutions in and related to brand identity, product packaging, and information graphics.
- Illustrated the overarching concept and design strategy of projects through mockups, moodboards and storyboards.
- Partnered with senior design creatives on projects across print and digital interactive experiences within energy, food, healthcare and finance industries.

2016 Summer | Chicago, IL

Young & Rubicam, Design Intern

- Rebranded existing campaigns and created high volumes of print and digital ads across all brand touch points.
- Assisted in producing design audits with Cavalry and Wunderman teams.

2015 Summer | Beijing, CHN

Saatchi & Saatchi, Creative Design Intern

- Collaborated with Creative Directors through concepting workshops to build unique and engaging solutions for China's privately owned dairy company.
- Designed multiple e-commerce templates, and illustrated specialized frame animations for a sponsored television talk show.