

## ABOUT ME

I create digital experiences that help individuals and brands tell their story and grow their business. I have worked around Asia since 2012, excelling in capacities ranging from launch strategy to team management in both successful startups and globally recognized multinationals.

As a freelancer, I collaborate with teams and offer feedback and creative services through strategy, user experience, media creation and design. By the time development starts, I have an intimate idea of the projects goals and a detailed technical strategy for how to achieve them.

## EDUCATION

**WESTERN NEW ENGLAND UNIVERSITY**  
2009 - 2010  
School of Education  
Early Childhood Education

**FULLERTON COLLEGE**  
2010 - 2011  
Education & Entrepreneurship  
Associates Degree

**TAIPEI AMERICAN SCHOOL**  
2005-2009  
H.S Diploma

## EXPERIENCE

### CONTRACT - DESIGN & MARKETING

#### SKYROCK PROJECTS

TAIPEI, TAIWAN  
6 MONTHS - 2017

Brand Development | Visual Identity | Marketing Strategy |  
Graphic Design | Web Design & Development | Advertising |  
Sales Strategy | Media Creation & Management

### FREELANCE SERVICES

2013 - Present

Video | Web Design & Dev. | Graphic Design | Branding

### DIGITAL STRATEGIST & DESIGNER

#### OTS GROUP ASIA

TAIPEI, TAIWAN / REMOTE WORK  
3 YEARS, 2013 - 2016

Content Creation | Marketing Strategy, Execution, Analytics |  
Web Design & Management | Graphic Design | Ad Purchasing

### COMMUNICATIONS MANAGER

#### SHANGRI-LA HOTELS & RESORTS

BEIJING, CHINA  
1.5 YEARS, 2014 - 2015

Corporate Marketing and Design Liason | Press and Media  
Relations | Website Management | Graphic Design | Video  
Production | Email Newsletters | Content Creation | Social

## PORTFOLIO

[www.ATSAI.co](http://www.ATSAI.co)

## SKILLS

PSD - AI - INDD - SKETCH

PREMIERE PRO

AFTER EFFECTS

HTML & CSS

WORDPRESS & SQUARESPACE

## LANGUAGES

**NATIVE ENGLISH SPEAKER**

**MANDARIN**

SPEAKING & LISTENING - FLUENT  
READING & WRITING - PROFICIENT