

ANDY TSAI

WEB - DESIGN - VIDEO - MARKETING

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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

TAIPEI AMERICAN SCHOOL
2005-2009
H.S Diploma

EXPERIENCE

BRAND MANAGER
COOLBITX TECHNOLOGY
TAIPEI, TAIWAN
June 2018 - Present

Defined and developed the brand and creative assets for the flagship FinTech hardware product, and develop the brands of the parent company as well as new product lines from scratch. At CoolBitX, I directly manage a team of designers and am the point of contact with our chosen marketing agency.

CONTRACT - DESIGN & MARKETING
SKYROCK PROJECTS
TAIPEI, TAIWAN
6 MONTHS - 2017

I was brought in to help Skyrock Projects build their brand, from messaging to visual identity. Once that was ready, I was tasked with communicating the message to the right audiences.

FREELANCE DESIGN & MEDIA SERVICES
2013 - Present

DIGITAL STRATEGIST & DESIGNER
OTS GROUP ASIA
TAIPEI, TAIWAN / REMOTE WORK
3 YEARS, 2013 - 2016

COMMUNICATIONS MANAGER
SHANGRI-LA HOTELS & RESORTS
BEIJING, CHINA
1.5 YEARS, 2014 - 2015

PORTFOLIO

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