

WALTER S. WANG

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Education

- 2015-2017 **Bachelor of Design (Communication Design)**
Swinburne University of Technology
- Key Study Areas**
- Graphic Design
 - Branding Strategy
 - Packaging Design
 - Web Design
- 2014-2015 **Diploma of Design (Unilink)**
Swinburne University of Technology - College
- Distinction average achieved throughout the course

Employment History

Professional Employment

- Mar 2018 - current **Art Designer (On-Site)**
JR Bio Technology Ltd., Taipei City
- Responsibilities**
- Designed e-store (shopline) layout and shopping detail pages, including the site's global version.
 - Managed e-store product list and sales
 - Made Facebook sponsored images (ads)
- Achievements**
- Assisted both the local and global marketing on the company's major product (Diamond Essence)
- May 2017 - Nov 2017 **Art Designer (On-Site, Contract)**
Playbox Ltd., Xizhi, New Taipei City
- Responsibilities**
- Designed e-store (shopline) layout and shopping detail pages
 - Made Facebook sponsored videos (ads)
- Achievements**
- Assisted the marketing of featured start-up business like 270pro in the e-shopping platform

Dec 2015 - May 2016

Graphic Designer (On-Site, Contract)
QBID Pty Ltd., Clayton, VIC

Responsibilities

- Designed e-store (jd.com) layout and web advertisements
- Assisted management of the e-store

Achievements

- Assisted famous Australian brands to sell their product in the developing Chinese e-shopping market

Skills Summary

Graphic Design

- Experience in graphic design for both printing and web
- Application of typography

Branding

- Ability to analyse the branding strategy and creating suitable visual materials for the brand, including logos, business cards, stationaries, websites and more

Packaging Design

- Knowledge of packaging structure and application of combining suitable visual effects and accessibility
- Ability of 3D modelling to convey the predictable effects of packaging design
- Understanding the available materials for packaging and their sustainability

Web Design

- Ability of creating wireframe and comprehensive layout for website
- Intermediate level of HTML5 and CSS3 coding
- Application of Adobe Muse to design the webpages with scrolling effects
- Understanding cross-platform issues and analysing their solutions

Video Editing

- Application of video editing with Adobe After Effect and Adobe Premiere
- Understanding how to make storyboards to plan a video concept
- Intermediate level of digital video recording

Photography

- Intermediate level of DSLR operation
- Ability of digital photograph adjustment

Illustration

- Ability to create illustration through traditional and digital method
- Understanding how to convey creative concepts (such as landscapes, characters, stories and more) through drawing skill

Writing and Translation

- Ability to write briefs and campaigns for sale.

- Ability to translate two-way between Chinese and English, mainly in writing.

Software Experience

- Adobe Creative Softwares - Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, After Effect
- Corel Painter, Clip Studio Paint
- Microsoft Office - Word, Excel, PowerPoint
- Windows and Mac OS X

Referees

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