

Food-exploring Product Designer with a published Chinese cookbook.

Motivated to inspire and connect people to good ideas and meaningful experiences.

EDUCATION & TRAINING

General Assembly

Digital Marketing Certification
2015

University of California at Davis

B.S., Visual Communication & Design
2000

SKILLS

UI/UX Design
Email Marketing Design
Adobe Creative Suite
Sketch & InVision
Social Media Management
Marketing Strategies
Storytelling
English (Native)
Mandarin (Conversational)

ACCOMPLISHMENTS

- Published *Family Style Chinese Cookbook: Authentic Recipes from My Culinary Journey Through China*, 20 December 2016
- Dining Editor for SmartBeijing.com, 2013
- Dining Editor for Time Out Beijing, 2012
- Judge and presenter for 2011 and 2012 TimeOut Beijing Restaurant Awards.

PERSONAL INTERESTS

- Cooked for a few popups.
- Lived in China for six years (2007-2013)
- Traveled solo eight months in Nepal, northern India, Thailand, Vietnam, Cambodia. (2006)
- Trekking 16 days through Himalayas' Annapurna Circuit; crossed Thorong-La summit at 5,416 meters. (2006)

EXPERIENCE

Product Designer • Independent Contractor

San Francisco, CA & Beijing, China • 1999 to Present

Design user interfaces with focus on accessibility to increase traffic for websites. Integrate social media with event planning to build brand awareness. Strategic consultation for blogging and websites.

- Designed branding for Jamaican food consortium on track to make a debut into North American supermarkets in 2018.
- Trained US Embassy EducationUSA team in Beijing how to create compelling content to seed search and drive traffic to website.

Founder • ShowShanti.com

San Francisco, CA & Beijing, China • 2009 to present

- Designed website connecting people to authentic family recipes and Chinese culture.
- Conducted field research and in-depth survey of over 40 families in their homes across 13 regions—300+ recipes collected.
- Developed and successfully executed culinary events with local culinary experts.
- Designed, manufactured, and sold 120 branded aprons, that went viral and sold out within one year.

Social Media Director & Co-Founder • 85 Broads, Beijing Chapter

Beijing, China • 2010 to 2013

- Designed website and facilitated the fastest growing chapter worldwide seeing an increase of 10% month-over-month from 2010 to 2013.
- Coordinated monthly dinner events featuring two to three speakers from various industries.
- Connected women through mentoring programs offered through mentor walks or silent auctions.

Senior Designer • eBay.com

San Jose, CA • 2000 to 2005

- Established design best practices for brand consistency and long-range implementation as head designer of direct email marketing program for eBay U.S., Canada, UK, France, Germany, Italy,
- Featured presenter at 2004 Global eBay Summit for 'Email Design Best Practices' and 'Designing Within a Common Brand'.
- Designed key integrated brand marketing campaigns. Designed effectively based on metrics, increasing conversion rates by 1-3% month-over-month.
- Defined anti-fraud email marketing strategy through use of authenticated 'headers' and 'footers'.