

## PROFILE

With more than ten years of experience as a brand designer, my expertise shines in leading teams to conceptualize and construct corporate brand identities, systems and experiences. My specialization lies within the dynamic realm of the Chinese tech industry, notably at Xiaomi and Alibaba, where I have dedicated the past seven years to successfully implementing strategic, design-centric solutions that seamlessly align with both business objectives and creative needs.

## SKILLS

- Brand Strategy and Design
- Brand Communication and Storytelling
- Team Leadership and Management
- Cross-Departmental Collaboration
- Results-Oriented Approach
- Creative Problem-Solving

## EXPERIENCE

### SENIOR BRAND DESIGNER

#### ANT FINANCIAL GROUP

Aug 2021 - May 2022

- Proficiently managed employer branding efforts, effectively communicating with both internal and external stakeholders at Ant Group.
- Co-led pioneering branding initiatives for the Group's innovation incubator, NEXTA, significantly contributing to its successful establishment.
- Spearheaded strategic branding for recruitment campaigns, collaborating closely with HR to position Ant Group as a compelling and sought-after employer.
- Designed and executed engaging internal sports championships, festivals' celebrations etc fostering high employee morale and active engagement.
- Evaluated project scope and development schedule, and collaborated closely with project owners to establish parameters, and incorporated design changes based on feedback from project teams.

### VISUAL DESIGN ADVISOR

#### ALIBABA GROUP

Mar 2018 - Jul 2021

#### Corporate brand management expertise

- Led brand strategy through a design-driven project, with a specific focus on developing Alibaba Group fonts, namely Alibaba Sans and Alibaba PuHuiTi. Successfully initiated, managed, and operated this startup project, dedicated to providing copyright-free fonts for small businesses on Alibaba's e-commerce platforms.

## EXPERIENCE

### Product development leadership

- Demonstrated end-to-end business acumen while spearheading the development of Alibaba fonts, overseeing various domains including project management, IT support, financial planning and budgeting, marketing, and PR.

### Partnership cultivation and cross-departmental leadership

- Cultivated invaluable industry partnerships with Design360 and Monotype, securing sponsorships for the launch of Alibaba fonts.
- Forged strategic partnerships with internal domestic and global PR teams, leading to remarkable achievements: 15.3 million views on Weibo and featured coverage in influential international media outlets such as Fast Company, Dezeen, and Campaign Asia—all achieved with zero marketing expenditure.
- Collaborated seamlessly with the internal customer service team and established a dedicated CS team to address font troubleshooting challenges, gather valuable feedback, and implement effective IT solutions for end users.

### Stakeholder management

- Cultivated strong relationships with senior management, the CMO, and VP of Design to ensure consistent budget allocation and project continuity by showcasing the fonts project's success and substantial influence in the design industry.

### Market expansion

- Identified opportunities and pioneered collaborations with Lazada, AliExpress, and Alibaba.com, expanding the reach of the fonts project into vital markets such as Southeast Asia and the Middle East. Successfully launched an enhanced 2.0 version of the fonts, broadening their impact and usability by incorporating Southeast Asian languages, including Thai and Vietnamese.

### Project finances management

- Proficiently managed project finances, encompassing budgeting, forecasting, and resource allocation, ensuring the seamless continuity of the font project. Progressed to version 3.0, incorporating East Asian languages such as Japanese, Korean, and traditional Chinese.

### Other Projects Include:

- Participation in the development and execution of the Tokyo 2020 Olympics x Alibaba brand identity, collaborating extensively with key stakeholders and team members to develop and align the brand with the spirit of the Games and effectively showcase the partnership's values.
- Led a team of three junior designers to create and develop a CSR umbrella brand for Alibaba women CSR initiatives, a pivotal component of Alibaba's corporate strategy.

### GLOBAL MARKETING DESIGN LEAD

#### XIAOMI

Nov 2014 - Aug 2017

- Successfully translated and established a cohesive and unified look and identity for Xiaomi across six diverse markets, including South East Asia, Taiwan, Hong Kong, and India.
- Drove Xiaomi's go-to-market design strategy in India, resulting in the brand's top position in the smartphone market in Q4 2017, per IDC rankings.

## EXPERIENCE

- Effectively recruited, trained, and remotely managed a highly creative team of five designers located in the Philippines, India, and China.
- Provided clear direction and actionable concepts to junior creative designers, ensuring consistent quality and a cohesive brand representation across multiple regions through effective creative guidance and leadership.
- Demonstrated exceptional cross-cultural communication skills by collaborating seamlessly with Chinese domestic and international product marketing and social media teams.
- Created compelling brand communication content, captivating brand narratives, and engaging product launch materials tailored to meet the unique needs of each market and various international audiences.
- Maintained documentation and dashboards to monitor resource capacity and project status, ensuring efficient team management to meet tight deadlines.
- Delivered professional design services, support, and leadership in a dynamic work environment.

### SENIOR ART DIRECTOR

#### COAL CREATIVE CONSULTANTS

Oct 2010 - Sep 2014

- Spearheaded the overall creative direction, conceptualisation, and implementation of marketing and corporate collaterals.
- Contributed to the creative process with innovative ideas and inspiration, while also showcasing mastery of design elements to achieve design and communication objectives.
- Organised and expertly managed workflows, including the seamless oversight of photoshoots and budget allocation, ensuring the efficient meeting of tight project deadlines.
- Successfully supervised and led a creative team, fostering dynamic brainstorming sessions, optimising workflow, and consistently executing projects with excellence.
- Cultivated and maintained robust relationships with vendors and clients, guaranteeing the smooth flow of work processes and consistently delivering high-quality creative products.
- Collaborated effectively with notable clients such as Wheelock Properties, Hong Leong, Wilmar, LTA, HPB, EMA, and others.

## EDUCATION

### FIRST MEDIA DESIGN SCHOOL

Jan 2008 - Dec 2009

Advanced Diploma in Visual Communication (Multimedia)

### NATIONAL UNIVERSITY OF SINGAPORE

Jul 2002 - Jun 2006

Bachelor of Social Sciences with Hons (2nd Lower)