

# JING.X

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## SKILLS

+ Adobe Creative Cloud Suite:  
Photoshop, Illustrator, InDesign,  
After Effect, Premier Pro

+ Sketch and InVision:  
Wireframing, prototyping

+ Photo retouching and  
video editing

## EXPERIENCE

### Art Director - Senior Art Director

Admerasia Inc.

September, 2015 - Present

**Client:** State Farm, Nissan, Citibank, MassMutual, Humana, Sling TV, Xoom, etc.

- Working on integrated campaign including TVC, prints and digital
- Conceptualizing and executing for TV and Digital campaigns
- Leading the branding and visual design
- Involving in new business pitch concept and design
- Creating video production of case studies and social media

**Project:** State Farm Smart Living Campaign | Xoom Alipay Project

Nissan New Gen Campaign | CitiBank Lunar New Year Project

### Junior Art Director

AdAsia Communications Inc.

January, 2014 - August, 2015

**Client:** Verizon Wireless

- Worked on concept development/creation for new projects such as TV commercial, print ads, marquee, online banners, landing pages, etc

**Project:** Lunar New Year Project | World Cup Campaign

More Everything Plan Project | International Student Program

### Graphic Designer

Améredia Inc.

April, 2013 - November, 2013

**Client:** Comcast, Popchips, SUPERCELL

- Collaborated on concept and execution of online banners and print ads
- Worked on video production and new business presentations
- Redesigned the agency website and social media

**Project Name:** Comcast Triple Play Campaign

### Graphic Designer (Intern)

Ogilvy Shanghai, China

September, 2008 - August, 2009

**Client:** China Mobile

- Assisted in creating new print ads for a China Mobile seasonal project
- Oversaw client communications
- Performed typesetting, proofreading, scanning and color adjustment of images

## EDUCATION

Certificate of User Experience Design

2019, General Assembly NYC, USA

Master of Fine Art in Advertising

Fall 2012, Academy of Art University, USA

Bachelor of Arts in Graphic Design

June 2009, Xvzhou University of Technology, China

## AWARDS

Bronze, Branded Content Campaign, Telly

State Farm 2018 Smart Living Campaign

Gold, Campaign of the year, Telly and 3AF

2015 Nissan New Gen Campaign

The Grand Winner of Multicultural Excellent Award Asian Category

2014 Lunar New Year campaign for Verizon Wireless