

About

From Craft to Design Strategy

Over the past six years, I've honed my creative and leadership skills by guiding multidisciplinary teams through 50+ commercial productions. Now working as a design strategist, I work to leverage my creative and analytic sensibilities to develop innovative technologies and drive positive social and environmental impact.

Education

Imperial College London	2020-2022
MSc Global Innovation Design	London
Royal College of Art	2020-2022
MA Global Innovation Design	London
University of Tokyo	2021
DLX Design Lab, GID Exchange	Remote
NYU Tisch School of the Arts	2012-2016
BFA Film and Television Production	New York
United World College SEA	2010-2012
International Baccalaureate	Singapore

Skills and Tools

Design Thinking	Design Research
Experiment Design	Interaction Design
Rapid Prototyping	Project Management
Photography	Film Production
Adobe Suite	Figma
Arduino	VFX Cinematography

Project Breakdowns

A brief look into a few of my projects:

[Speculative Co-Design: From Cell to Fork](#)

[Narrative Development: No Place to Hide](#)

[Visual Language: #MAKENYLAUGH](#)

[Technical Photography: Vans](#)

[Building an Image: AMNH Curious](#)

[Interactive Filmmaking: Facebook x Purple](#)

Experience

Cinch Tech Designer

2023 - Ongoing

Currently working at Cinch, a hardware-as-a-service startup, where I am responsible for element of user experience, marketing and branding.

- Prototyped and designed physical user experience
- Refined brand identity and marketing strategy to drive customer acquisition.

Beijing Univesity of Technology Adjunct Professor

2022

Developed and delivered a course on media theory, exhibition design and design thinking at the Gengdan Institute of Design.

- Taught 32 undergraduate design students (senior year)
- Developed the syllabus and curriculum from scratch

Shiok Meats Design Consultant

2021-2022

Developed strategies and speculative designs to communicate the novel production processes of cultivated meat.

- Designed speculative concepts to make visceral the possibilities of cultivated meat
- Helped guide narrative strategy of public and investor engagement

Schrom & Co. Film Director

2016-2020

Oversaw the conceptualization and execution of over 50 productions of TV Commercials, Times Square Billboards, Social Media and Branded Content.

- Assembled and led multidisciplinary teams of up to 30 creatives and technicians
- Developed and delivered pitches to prospective clients
- Worked with clients and agencies to design content to fit brand needs

Selected clients: Grey, Havas, Publicis, Facebook, Dunkin Donuts, Haagen-Dazs, Whirlpool, Jack Daniels, KY Jelly, Kate Spade

Freelance Director of Photography

2016-2020

Crafted the visual language and photography for commercials, documentaries and narrative films.

- Worked with directors, producers and production designers to realize the envisioned project
- Led teams of lighting, grip and camera technicians
- Managed budgets of the grip, electric and camera departments
- Photographed projects in a variety of locations, from Cambodia's rainforests to Los Angeles' studios

Selected clients: National Geographic, Bloomberg Philanthropies, American Museum of Natural History, Mastercard, Uber