

Packaging Designer, Tong/McKnew & Associates, San Francisco, California Jun 2001 - Jun 2002

- Created product prototypes for clients' design review
- Offered clients with various packaging design concepts for the launch of their new products
- Designed a company season's greetings poster and delivered to our clientele

User Interface Designer, Netscape/AOL Inc., Mountainview, California 1999 - 2001

- Designed user interfaces for Netscape and co-branded partners, reorganized layout and streamlined navigation which increased traffic rates and new user subscription
- Designed pop-up banner ads to promote Netscape features and products, increased traffic rates and generated revenue
- Worked extensively in converting channel pages to brand new look and feel, keeping Netscape identity consistent
- Redesigned partner web sites by incorporating Netscape's identity to reflect co-branding alliance and expanded Netscape's products and services

EDUCATION

Rhode Island School of Design, Providence, Rhode Island 1994 - 1999

Bachelor of Fine Arts (BFA) / Bachelor of Graphic Design (BGD)

Hong Kong International School, Hong Kong 1988 - 1994

Grade 6 -12

SKILLS

Technical

Fluent in design softwares such as Photoshop and Illustrator

Good commands in Dreamweaver, InDesign, Fireworks, Microsoft Excel, Microsoft Word, Microsoft Powerpoint

Good understanding in HTML and CSS

Able to operate on both Mac and Window platforms

Language

English > spoken: excellent | written: excellent

Mandarin > spoken: excellent | written: good

Cantonese > spoken: excellent | written : good

Recommendations (from LinkedIn)

Ejiri Yuichi, President, Taiwan Rakuten Ichiba Inc., Rakuten (colleague)

"Natalie made a great job in starting up our Site Direction team from scratch as a leader of the team, and also provided great contribution to company's smooth start up. Not only web design and user interface knowledge, but also has a great passion in new challenge, and also management of the people." ~ November 22, 2009

Daisy Hu, Global Business Development, Rakuten, Inc. / EC Business Unit (colleague)

"Excellent web design skills and broad knowledge of site direction/Net business. A great colleague with good sense of humor and sophisticated way of communication." ~ September 3, 2009

Ray Fok, Manager, User Experience & Design, Yahoo! Hong Kong, China (colleague)

"Natalie is a super star designer in the team. She's an excellent team player and a high calibre ambassador representing HK design team. It's been my pleasure work with Natalie throughout the fun, exciting and challenging time for almost 3 yrs. I am confident Natalie will be a great addition to any design groups." ~ June 11, 2009