

Siaojhen Wei

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EDUCATION

Goldsmiths, University of London
Master of Design, Expanded Practice
Pass with Distinction

Sept. 24 - Dec 25

Asia University

Bachelor of Fine Arts, Visual Communication Design
• GPA: 4.0/4.3 (88.62/100), Average Grade: A
• Department Ranking: 7/105 (Top 6%)

Aug. 18 - Jun 22

Relevant Modules: Construction Design(93), Lettering&Typography(90), Design Planning and Survey(90), Information Visualization(91), Research Project(91)

PROFESSIONAL EXPERIENCE

Harbour Group

Jun. 22 - Aug. 23

Graphic Designer

- Responsible for branding design, package design, and website visual design.
- Designed social media posts, digital assets, and advertising visuals for clients, helping to shape brand narratives and strengthen audience engagement.
- Collaborated with the project manager to collect marketing data, analyze the company's market positioning, and develop proposals.
- Adapted designs across industries while maintaining brand consistency and clarity.
- Assisted clients in organizing charity food truck activities, successfully supporting the local brand's objectives. The campaign generated £7,700 in funding, representing a 304% increase.

Senchic Design Studio

Jun. 21 - Jun. 22

Design Intern

- Created website visuals with WordPress, configured payment system, and released product details.
- Assisting client in finding their needs and deliver designs that exceed their expectations.
- Design the branding system that suits the company values.
- Supported video production through filming, editing, and post-production processes.

Construction Design Course, Asia University

Jun. 20 - Jun. 22

Teaching Assistant

- Collected assignments and recorded attendance.

Centre for the Development of Language Teaching and Research, Asia University

Nov. 20 - Feb. 22

Teaching Assistant

- Maintained contact with students and co-operated with teachers to organise educational activities.
- Assisted teacher in completing course materials, graded and recorded assignments.

AWARDS

Red Dot Award: Brands & Communication Design

Aug. 22

- Exhibition design involved the promotion of Lukang culture.

Taiwan Canned Product Innovation Design Competition - Group Gold Award / Innovative Design Award

Feb. 21

- Participated in product development and packaging design for AGV Products Corporation.

TEDA Cup International Youth Design Competition - Finalist

- Led team to create voucher design based on Egyptian mythology.

International Poster Biennial in Mexico - Finalist

Jul. 20

- Highlighted domestic violence against women and children.

Red Dot Award: Brands & Communication Design

Aug. 20

- Designed an interactive brochure showcasing Taiwan's ghost marriage culture.

EXTRACURRICULAR ACTIVITIES

Design For Taiwan Social Design Exhibition

Nov. 21

Exhibitor

- Developed the children reading application, conducted trials in elementary schools and optimized the final prototype.

Flytech Foundation Design for Taiwan Design Thinking Workshop

Jun. 20 - Nov. 21

Team member

- Core members involved in design investigation, market research and the creation of a social design project.

Taiwan International Student Design Competition Workshop

Oct. 20

Participant

- Core members involved in design thinking, poster design, and topics for discussion.

SKILLS

Technical Skill: Adobe Creative Suite (Photoshop, Illustrator, Indesign, After Effects) and Figma

Portfolio: <https://reurl.cc/DxQGp6>

Behance: <https://www.behance.net/krizziwei>