

Jane Kung

Senior Graphic Designer

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Experience

2017-11 - Present
TOKYO, JAPAN

Senior Designer

Nihon Morita Yakusyo Co.,Ltd.

A skincare brand available in 21,000 stores worldwide.

- Responsible for the design and development of over 30 companies' major products, generating ¥130M revenue.
- Lead the design team to produce works that follow brand guidelines, workflow and methodology.
- Develop creative and cost-effective packaging design ideas feasible to available budget.
- Evaluate the market trend and analyze competitors' packaging design.
- Final outcome presentation.

2016-10 - 2017-10
TAIPEI, TAIWAN

Web Designer & Social Media Supervisor

GettingPoints Biotechnology Inc.

The top 5 derma skincare brand in Taiwan.

- Designed and created contents for the multiple platforms.
- Developed online marketing campaigns, which generated over 1,000 followers increment and raised brand awareness.
- Generated NT\$6.7M revenue through a 2-day Facebook live-streaming seasonal campaign.

2014-12 - 2016-09
TAIPEI, TAIWAN

Graphic Designer

Dr Jou Biotech Co., Ltd.

A skincare brand with top 3 market share of mask product in Taiwan.

- Created and designed a new brand along with a series of products available in over 14 regions and countries.

2013-01 - 2014-12
TAIPEI, TAIWAN

Project Planning Specialist

Huang Ting Integrated Marketing Communications Co.,Ltd.

A marcom company focus on local government tendering.

- Planned and produced a halloween event with NT\$12M budget from the Economic Development Department of New Taipei City Government.
- Planned and produced a beach music festival for Keelung City Government with over 40,000 visitors.

2010-07 - 2012-01
TAIPEI, TAIWAN

Graphic Designer

Optima Integrated Design.

A visual integration strategy company.

- Responsible for design and layout execution of various package and content.
- Designed and created the English and Chinese edition of a brochure for the Taiwan Design Museum.

Skills

Adobe Photoshop, Illustrator, InDesign, Final Cut Pro, Moqups, Excel, PowerPoint Word, Illustration, Concept sketches.

Soft Skills

- Social Media Management
- Project Management
- Leadership

Language Skills

- Mandarin - Native
- Japanese - Proficient
- English - Intermediate