



William Shih

我是一位資深視覺設計師，有十年的歐洲、美國和台灣團隊合作行銷視覺設計的工作經驗。精通Adobe Creative Suite、Figma、Adobe Express、Canva 等設計軟體，亦擅長影像剪輯與處理，平面設計，品牌定位，和內容行銷企劃，並有豐富技能和創意思考的能力。在此謹附我的個人LinkedIn profile：<https://www.linkedin.com/in/yutashih/>，和我的作品集網站：<https://www.yutashih.com/> 以供參考，謝謝。

With extensive online and digital experience, I have worked in marketing, branding, and advertising across Europe, America, and Taiwan for the past 10 years. My knowledge, creativity, and business acumen equip me to meet brand's marketing requirements. As a global persona, I identify unique market segments and connect with diverse audiences for successful outreach. Feel free to visit my portfolio site at www.yutashih.com and my LinkedIn profile: <https://www.linkedin.com/in/yutashih/> for more details. Thank you.



Marketing Management / Visual Designer / Video Editor
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工作經歷 Work Experience

DIANBO PO PO 電波澎澎有限公司 (New Taipei City, TW)

Multimedia Designer in Online Platform Industry, Dec 2023 ~ Present

* 負責領導社群媒體影音內容的視覺設計; 與行銷團隊共同製作活動、形象及營銷之視覺設計建構、社群影音與提案發想。

* 與廣告投放團隊合作，透過後台數據研究並測試優化社群影音的視覺，擴大類似受眾及觸及人數，達到成果成本和提升轉換的最佳化。

Lead social media video design and collaborate on events, branding, and marketing visuals with the marketing team. Partner with advertisers to optimize visuals, expand reach, and boost conversion with cost efficiency.

APOLLO INTERNET (Remote)

Marketing Visual Designer in Online Platform Industry, Dec 2022 ~ Apr 2023

社群平台的維護和宣傳，受眾為content creators，及平台使用者。(全程遠端與南非的營銷團隊和客戶服務團隊跨時區)

1. 每週精選創作者電子報
2. 平台活動宣傳廣告及影片設計
3. Content creators 個人主頁優化及每週主打宣傳頁面設計
4. 公司企業形象branding guideline 統整設定

Collaborating with South African Marketing and Customer Service teams to provide diverse content creation and audience engagement support, including social media material, newsletters, and video editing.

INFLOWW (Remote)

Marketing Visual Designer in Online CRM Systems Industry, Apr 2022 ~ Dec 2022

為當時即將推出的數位產品做SEO行銷設計 (全程遠端與布達佩斯總公司及世界各地的數位行銷、銷售部門跨區合作)

1. 新產品行銷影片， motion graphic
2. 每日社群媒體內容設計 (Instagram, Twitter, LinkedIn, TikTok 等平台的貼文，短影片 reel, stories)
3. 平台 UI 介面設計與網站及關鍵字優化

4. 公司企業形象設計 (包含名片, LinkedIn, Twitter, IG版面編輯設計)
5. EXPO 相關宣傳設計 (數位簡報及印刷品)

In coordination with colleagues in Europe, Asia, and North America to create marketing visual designs for the company's CRM product, with the goal of advertising the product and achieving the desired number of affiliate within six months. In charge of managing social media posts, corporate identity design, commercial videos, branding, presentations, and web UI design to meet SEO content strategies.

SUPERA TOURS 美商超值旅遊 (Taipei City, TW)

Senior Marketing Designer in Travel and Tourism Industry, *Aug 2018 ~ Feb 2022*

與美國洛杉磯執行總部透過SEO行銷策略, 共同整合數位行銷宣傳內部旅遊商品(精緻型小人數團體旅遊, 客人為北美人士)

1. 官方網站, 各種社群平台的多媒體行銷素材 (Facebook, Instagram, YouTube 等官方專頁後台控制)
2. 官網設計優化, 系列廣告banner, 網頁中英文翻譯, 以利搜尋引擎排名
3. 旅遊影片編輯及motion design
4. 會員專屬企劃, email 電子報
5. 印刷品設計, 包括導遊旗幟, 紙本導覽小冊, 名片, 行李吊牌等
6. 隨團拍攝紀錄影片

Optimize digital marketing materials for high-end tourism products targeting North American guests in collaboration with the LA headquarters. Manage SEO-driven social media campaigns, newsletters, ads, and translated content to maximize results.

ALCHELIGHT LIGHTING 辰駢有限公司 (New Taipei City, TW)

Design Manager in Lighting Design and Technology Industry, *Oct 2017 ~ Mar 2018*

整合設計部門於裝置藝術的開發與設計

1. 客戶需求溝通
2. 概念設計
3. 數位簡報提案
4. 成本估列及企業標案程序進行
5. 廠商溝通及專案執行呈現 **Achievement:** 台北統一時代百貨2017聖誕節光影專案, 台北101大樓聖誕樹裝置設計動畫專案, 中信南港金融園區聖誕樹LED動畫設計...等

Integrate the development of lighting installation arts within the Design Department, and lead the team in producing graphics, videos, and animations.

VOXL MEDIA LLC (New York, NY)

Visual Designer in Architectural Visualization Industry, *Oct 2015 ~ Mar 2016*

統整建築3D素材, 並製作建商所需相關商業視覺廣告

1. 建築及室內設計3D動畫素材的影像和特效剪輯
2. 建案商業廣告的分鏡及影片製作
3. 建築場景的數位繪景Digital Matte Painting 製作
4. 視覺化建案的數位廣告及印刷廣告設計

Design digital and print advertisements for visualizing architectural projects, utilizing a range of skills encompassing matte painting, directing, visual effects, video editing, and digital design at VOXL Media.

NTD Television (New York, NY)

Creative Service Designer in Television Broadcasting Industry, *Dec 2012 ~ May 2013*

參與電視台紐約總部的多項專案設計:

1. 與電視節目製作人共同設計節目網頁及視覺概念
2. 製作節目背板輸出, 片頭動畫及宣傳冊
3. 為電視台新部門(Digital Creative Service) 設計新的商標設計, 品牌識別及品牌定位
4. 幫可口可樂副品牌商品做南美洲的動畫廣告

Collaborated closely with producers to design web templates, create engaging graphic content, and develop captivating motion graphics for a range of projects, including brochures, logo designs, commercials, and TV programs.

F&T GROUP QUEENS CROSSING SHOPPING MALL (New York, NY)

Marketing Designer in Department Store/Retailing Industry, *Apr 2011 ~ Sep 2011*

百貨商品周邊行銷設計，包括文宣，海報，平面廣告，外牆電視廣告等 網路數位行銷企劃，商品網路廣告設計，各商品宣傳網頁規劃 活動行銷企劃週邊設計，活動流程設計及公關活動之參與

Created captivating marketing materials such as brochures, posters, advertisements, and commercials for the shopping mall. Developed visually appealing web banners, and motion graphics for outdoor LED billboard advertising.

URBAN GALACTIC (New York, NY)

Game Concept Designer in Game Industry, *Sep 2010 ~ Mar 2011*

參與手機遊戲Bloody Gem的開發與設計:

1. 構思遊戲背景故事及角色故事
2. 設定角色設計及概念藝術設計
3. 製作遊戲推廣宣傳動畫廣告及設計周邊產品和海報

Contributed to the development and design of the captivating match 3 puzzle mobile game "Bloody Gem". Played a key role in shaping the game's background story, character concepts, promotional commercials, and other game-related products.

學歷 Education

New York Institute of Technology, Manhattan, NY, 美術碩士 (MFA) , Computer Arts and Technology, 2012 ~ 2015

- ▶ Award: Director Award of Graduate Fine Art Department
- ▶ GPA: 3.93/ 4.00

Pratt Institute, Manhattan, NY, 理學碩士 (MS) , Communication Design, 2009 ~ 2010