

MOIY THEA

I'm a bit of a modern nomad - I call China, Canada, the Netherlands, Hong Kong and the United States home. I've been making art for as long as I can remember, and I'm passionate about design and its potential to change the world. 🐞🦋✈️

SKILLS

Branding & Design
Art Direction
Copywriting
Content Creation
UI/UX Design
HTML/CSS
Project Management
Illustration
Video Editing
Motion Design

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe XD
Figma
Shopify
Klaviyo
Yotpo

AWARDS

SCAD Advertising Department
Endowed Scholarship
SCAD Achievement Honors
Scholarship
Gold SCADDYS Advertising Award
(Mobile)
Silver Student Local ADDY Award
(Social Campaign)
Silver Student Local ADDY Award
(Print Campaign)

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EXPERIENCE

Umbrella Los Angeles
Junior Art Director and Designer
Los Angeles, CA - 2019-2023

Branding, packaging design, web design, email and SMS marketing, social media marketing, content production, strategy and copywriting for clients across a variety of industries. Collaborated frequently with the internal creative and marketing team, as well as external web developers, video directors, photographers, and illustrators.

ReflexGroup
Design Intern
Shanghai, China - Summer 2018

Worked closely with the creative and strategy team on branding, packaging design, launch campaigns, digital marketing, print advertising, and social media content for clients such as Sebastian Professional, Maison Casel, and JCDecaux.

Isobar
Art Direction Intern
Shanghai, China - Summer 2017

Concepted and designed social media content, display ads, and collateral design for a variety of clients. Assisted with concepting, storyboarding, and production for a Pizza Hut TV spot, as well as various copywriting and translation needs.

TheGeorge
Art Direction Intern
Shanghai, China - Summer 2017

Worked with the creative team on web design, social media content, photography, and collateral design for the Shanghai-based apartment network AskCucu.

EDUCATION

Savannah College of Art and Design
Advertising BFA
Savannah, GA - 2016-2019
Hong Kong - 2015-2016

Magna Cum Laude

The Art Institute of Boston
Young Adult Residency Program
Boston, MA - Summer 2013