

MIN-HSUAN, WU

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ABOUT ME

- I had plenty experiences about design in property development and advertising, as I was a graphic designer about five years. I started translating since I help my friend to translate english essay about 3D printing into Chinese. During the preparation for applying my MA degree, I work as a temporary fashion training administrator for Chanel Taiwan, my duty was assisting training manager preparing the training materials, including translating and adapting the original english material. After the training of metadesign and critical thinking, my design practice and research aim to help people engage the relationship with food more deeply, to build up a more sustainable future food system.

EDUCATION

2013~2014, MA, Design Futures and Metadesign, Goldsmiths, University of London

My degree aims at a systemic understanding of sustainability, applying design-led research to seek new solution opportunities within complex context. To build up a comprehensive design thinking and unique writing method, which includes mapping design proposal, their context and reflective designer role, via personal research, group work and lively project.

2002~2007, BA, Advertising, Chinese Culture University, Taiwan

EXPERIENCE

Platform-7, Coordinator Internship - 2014/11~

Support the new intervention of Platform-7, which is taking the place at the old HMV in economic center - city of London, execute and organize talk series on the topic of plastic waste, economic and insurance

Taiwan, Chanel, Temporary Fashion Training Administrator - 2013/01-2013/07

Provide training supports to the training manager, assist in training preparation to ensure Chanel image & standard are better achieved. Updating and translating training material of based on the information given by head office & regional office. And work with trainers to adapt the material to meet local needs. Assist in the training material translation.

Taiwan, Fabraft Design Studio, Art Director 2012/09-2013/07

Proposed and build up the tone and manner of company image and identity. Propose and execute the proposal to client. Translating latest design article from English resource into Mandarin blogpost.

Taiwan, Pauian Archiland, Graphic Designer 2010/09-2012/09

Creative development in real estate and property development cooperate, delivery and maintain core value of company, execute advertising campaign.

**Taiwan, DING DING Integrated Marketing Service So., LTD, Visual Designer
2009/11-2010/08**

Conceptualized and articulated the promotion campaign, to trigger target audience interest and purchase behavior.

**Taiwan, EASTERN HOME SHOPPING & LEISURE CO., LTD, Visual Designer
2008/11-2009/10**

Retouch images for better sale pitch. Conceptualized and articulated the promotion campaign, to trigger target audience interest and purchase behavior.

EXHIBITION

2014 “NOT THIS”, London Design Festival

WORKSHOP & SYMPOSIUM

2014 Enjoy Change, Goldsmiths, University of London

2014 Future Food System, Goldsmiths, University of London (Organizing)

2012 Play around, Taiwan

PROFESSIONAL SKILLS

Design Thinking, Design Research, Metadesign, Adobe Photoshop, Illustrator, Indesign, Sketch, Microsoft Word, Excel, Powerpoint

LANGUAGE SKILLS

English(Fluently), Mandarin(Native Speaker)