

WELSON HO

Creative Designer / Art Director / Marketing Executive

I'm a creative leader with a proven ability to uncover insights and transform the fusion of aesthetics, creativity, and technology into unique, impactful perspectives. Passionate about bridging digital and traditional media and connecting Eastern and Western creative markets. Known for empowering teams and inspiring innovation. Portfolio at welsonh.com.

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EXPERIENCE

Acbel Polytech Inc.

Associate Marketing Design Manager

Taipei, Taiwan

May 2025 - Present

- Directed and designed the UI/UX of the company's new corporate website, enhancing user engagement and brand presence.
- Spearheaded comprehensive rebranding initiatives to align with evolving market positioning.
- Executed marketing events and trade show strategies, ensuring seamless operations and brand consistency.
- **Key Collaborations:** Dell, HP, Lenovo, Supermicro, Dyson, Wywinn.

Mastercard

Consultant, Graphic Designer

Taipei, Taiwan & Asia Pacific

Oct 2024 - Apr 2025

- Conceptualized & launched impactful marketing campaigns, driving brand awareness and customer conversion.
- Developed compelling content that resonated with target audiences and boosted engagement across platforms.
- Designed a wide range of creative assets—from digital content to print graphics — tailored for diverse marketing channels. **Clients:** DBS, Costco, POSB, UBOT, E.Sun Bank, Taipei Fubank, ICBC.

United Pacific Industries.

Graphic Production Supervisor

Taipei, Taiwan. Long Beach, CA. Shanghai, China

May 2023 - Oct 2024

- Led the Asia-based design team in support of global marketing initiatives, focusing on catalogs, brochures, packaging, banners, and overall visual design.
- Streamlined production workflows in collaboration with headquarters and external vendors to ensure timely and high-quality output.

Cirrus System, Inc.

Sr. Visual Designer

Taipei, Taiwan & Portsmouth, NH, The U.S.A.

May 2022 - Apr 2023

- Defined data-informed marketing strategies and implemented region-specific visual design solutions, with an emphasis on the U.S. tech landscape and enterprise segmentation.
- Directed global visual design strategies, overseeing projects such as brochures, flyers, banners, and other key marketing visuals.

BQool Inc.

Design Manager

Taipei, Taiwan & Asia Pacific

Apr 2019 - May 2022

- Led the design team and enhanced website performance by managing content updates, refining UI/UX, and improving visual aesthetics.
- Managed end-to-end design and production of marketing materials for online campaigns and international events.

Super Micro Computer Inc.

Graphic Designer | Marketing Executive

HQ, San Jose, CA, The U.S.A. / Taipei, Taiwan

May 2014 - Mar 2019

- Defined & launched brand identity for gaming & IoT product lines, ensuring alignment with market expectations.
- Coordinated public relations and trade show events across Europe, the U.S., and Asia-Pacific regions.
- Led branding and marketing efforts for internal and external collateral, including advertisements, white papers, booth graphics, and promotional materials. **Key Collaborations:** Intel, NVIDIA, AMD, Microsoft.

SOMA Magazine

Editor & Art Director

San Francisco, CA, The U.S.A.

March 2014 - May 2014

- Directed the creative development of seasonal editorial narratives, overseeing content strategy, editorial curation, interviews, copy editing, visual storytelling, and art direction for fashion-focused photo shoots and high-impact magazine layouts.
- **Cooperating enterprises:** Armani, Yohji Yamamoto, PRADA, Levi's, Jil Sander, Tom Ford, Dior, Chanel, DKNY, ZARA, Issey Miyake, Diesel, Paul Smith.

Advertising Agencies:

DAE / Browne Inc. / Améredia

Art Director & Graphic Designer

San Francisco, CA, The U.S.A.

March 2013 - March 2014

- Ideated and developed integrated advertising concepts tailored to diverse client profiles, delivering cohesive visual design and polished art direction across print, digital, and cross-media campaigns.
- **Clients:** Wells Fargo, Southwest Airlines, Comcast, Sony Pictures, Cathay Pacific Airways, Hyundai, Asian Art Museum of SF, AARP, Essential Cloud, San Jose Water Company, ZENNI Optical.

EDUCATION

Academy of Art University

Graduate School. Advertising Art Direction. M.F.A.

San Francisco, CA, The U.S.A. / 2010 – 2013

University of Kang Ning

College of Humanities and Information.

Department of Information Communication. B.A.

Tainan, Taiwan / 2002 – 2006

ACHIEVEMENTS

- THE ONE CLUB. Member and Student
- Competitions Judge. The U.S.A.
- Instructor and keynote speaker of the School of Media Art, Kun Shan University. Taiwan
- Instructor of the Dept. of Communication Management, Shih Hsin University. Taiwan
- AIGA Member. The U.S.A.
- Art Director Club.Member. NYC, The U.S.A.
- Volunteer of LGBTQ+ Community. The U.S.A & Taiwan

TECHNICAL SKILLS

Photoshop, Illustrator, InDesign,
Figma, Video Editing

LINGUISTIC ABILITY

- English
- Mandarin
- Minnan Dialect