


Welson Ho

DESIGNER | ART DIRECTOR | MARKETING EXECUTIVE

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PROFILE

My work is a blend of aesthetics, creativity, and technology; blending the lines between traditional Eastern art and Western digital creative fields. I inspire and support creative teams and bring your team's vision to extraordinary and unique perspectives.

SPECIALITIES



Creative blend of
Eastern & Western
aesthetic



Strategic Thinking
& Multilingual



Cross-cultural
Team Player



Positive and
Solution-Oriented

TECHNICAL SKILLS

PHOTOSHOP



ILLUSTRATOR



INDESIGN



ADOBE XD



SKETCH



FIGMA



FILM-EDITING



WEBSITE



EDUCATION

Academy of Art University

Graduate School. Advertising Art Direction. M.F.A.
San Francisco, CA, USA / 2010 – 2013

University of Kang Ning

College of Humanities and Information.
Department of Information Communication. B.A.
Tainan, Taiwan / 2002 – 2006

LINGUISTIC ABILITIES

■ English ■ Mandarin Chinese ■ Minnan dialect

ASSOCIATIONS

- AIGA - American Institute of Graphic Arts. Member. U.S.A.
- Art Director Club. Member. NYC, U.S.A.
- THE ONE CLUB. Member and Student Competitions Judge. U.S.A.
- Volunteer at Most Holy Redeemer Catholic Church. SF
- Volunteer at LGBTQ+ Community Center and Hot Line. Taiwan
- World Vision volunteer and sponsor at Taiwan
- Instructor of the School of Media Art, Kun Shan University. Taiwan
- Instructor of the Dept. of Communication Management, SHU. Taiwan

EXPERIENCE

Mastercard

Oct 2024 - Present | Taipei, Taiwan

Consultant, Graphic Design, Specialized Product Delivery Services

- Conceptualizing impactful campaigns, from launch to awareness and conversion.
- Designing diverse creative assets spanning graphics to digital.
- Crafting compelling content that connects with audiences and drives engagement.

United Pacific Industries.

May 2023 - Oct 2024 | Long Beach, CA, U.S.A., Shanghai, China, & Taipei, Taiwan
Graphic Production Supervisor

Achievements: I am leading the design team in Asia for global marketing needs, focusing on catalogs, flyers, brochures, banners, packaging, and visual design. I also coordinate internal production processes with HQ and external vendors.

Cirrus System, Inc.

May 2022 - April 2023 | U.S.A. & Taipei, Taiwan

Sr. Visual Designer

Achievements: I led the visual design direction for global marketing needs and was in charge of flyers, brochures, banners, and visual design-related projects.

BQool Inc.

April 2019 - May 2022 | Taiwan, China, EU, and the U.S.

Design Manager

Achievements:

- Optimized company website: Charged with content update process and website visual and user experience design upgrades.
- Led company marketing materials design and production including online marketing and international event marketing.

Super Micro Computer Inc.

May 2014 - March 2019 | HQ San Jose, CA, U.S.A. & Taipei, Taiwan

Computer Graphic Designer/Marketing Specialist and Executor

Achievements:

- Gaming & IoT product line- Brand image establishment and launch.
- PR & events coordinator for global trade shows in Europe, US, & Asia.
- Branding and marketing for all internal and external advertisements, banners, white paper, flyers, brochures, trade show booth visual and related materials.

Cooperating enterprises: Intel, NVIDIA, AMD, Microsoft.

SOMA Magazine

March 2014 - May 2014 | San Francisco, CA, U.S.A.

Editor / Art Director (Spring Fashion Issue)

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

March 2013 - March 2014 | San Francisco, CA, U.S.A.

Art Director / Freelance Graphic Designer

Clients: Wells Fargo, Asian Art Museum of SF, Southwest Airlines, Essential Cloud, Cathay Pacific Airways, San Jose Water Company, Comcast, Sony Pictures.