

WELSON HO

Creative Designer / Art Director / Marketing Executive

A visionary and strategic Creative Leader with over a decade of significant experience spanning experience design, brand transformation, and visual storytelling within the global tech and media landscapes. Proven track record in building and mentoring high-performing, multi-disciplinary teams across diverse international markets. Expert at navigating cross-functional, multi-organizational ecosystems and translating high-level localized strategies into world-class design execution. Highly proactive in pioneering AI-empowered design workflows to accelerate ideation, scale production, and optimize end-to-end creative outputs without compromising premium aesthetics.

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EXPERIENCE

Acbel Polytech Inc.

Project Manger - Marketing & Design

Taipei, Taiwan
May 2025 - July 2026

- Formulate and direct comprehensive rebranding initiatives to elevate market positioning and global brand presence across digital, print, and dynamic channels.
- Pioneer the integration of cutting-edge generative AI tools into daily design workflows, accelerating concepting and content variation production to significantly boost output efficiency.
- Lead the strategy and creative execution for high-stakes marketing events and international trade shows, ensuring pristine brand consistency and cross-functional alignment. **Key Collaborations:** Dell, HP, Lenovo, Dyson, Wywinn.

Mastercard

Consultant, Graphic Designer

Taipei, Taiwan
Oct 2024 - Apr 2025

- Thrived in a highly collaborative, fast-paced corporate ecosystem, partnering closely with internal product, marketing, and account teams to deliver high-impact visual solutions. Conceptualized and produced performance-driven marketing campaigns and premium digital/print creative assets for top-tier external financial clients and retail giants.
- **Clients:** DBS, Costco, POSB, UBOT, E.Sun Bank, Taipei Fubon Bank, ICBC.

United Pacific Industries.

Graphic Production Supervisor

Taipei, Taiwan. Long Beach, CA.
Shanghai, China
May 2023 - Oct 2024

- Managed multi-disciplinary, cross-border design teams and production workflows spanning Taipei, Los Angeles, and Shanghai, ensuring seamless end-to-end global marketing execution.
- Demonstrated strong cultural intelligence by successfully translating centralized global creative direction into locally resonant design solutions for the China and broader APAC markets.
- Streamlined international production pipelines and synchronized communication between headquarters, regional offices, and external vendors to guarantee high-quality, time-critical output.

Cirrus System, Inc.

Sr. Visual Designer

Taipei, Taiwan / Portsmouth, NH, USA
May 2022 - Apr 2023

- Acted as a core creative bridge collaborating extensively across multi-organizational, cross-functional departments between Taipei and the U.S. (Portsmouth, NH).
- Translated complex, high-level marketing briefs into cohesive, synchronized digital and physical design assets for cross-media campaigns. Spearheaded the UI/UX optimization and content strategy of corporate landing pages, significantly enhancing user engagement and international brand synergy.

BQool Inc.

Design Manager

Website I UI

Taipei, Taiwan
Apr 2019 - May 2022

- Built, mentored, and led the Asia-based design team, fostering an environment of innovation and cross-functional agility to support global marketing initiatives. Directed the end-to-end UI/UX optimization, visual aesthetics, and content updates for corporate websites and software user interfaces, boosting product usability and site performance.
- Managed the production of extensive promotional materials and assets for digital campaigns and high-profile international events under strict timelines.

Super Micro Computer Inc.

Graphic Designer I Marketing Executive

HQ, San Jose, CA, USA / Taipei, Taiwan
May 2014 - Mar 2019

- Directed and executed global visual design strategies for enterprise segmentation, overseeing the production of catalogs, brochures, digital banners, and event collateral.
- Coordinated public relations, booth graphics, and major trade show events across North America, Europe, and Asia-Pacific regions, engaging directly with senior leadership. **Key Collaborations:** NVIDIA, AMD, Intel

SOMA Magazine

Editor & Art Director

San Francisco, CA, USA
March 2014 - May 2014

- Directed high-end visual storytelling and layout design for fashion-focused photo shoots and editorial layouts, establishing world-class typography and composition standards.
- **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, USA / 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.

ACHIEVEMENTS

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

EDUCATION

Academy of Art University

Advertising Art Direction. M.F.A. SF, CA, USA / 2010 – 2013

LINGUISTIC ABILITY

English, Mandarin Chinese,
Minnan Dialect

TECHNICAL SKILLS

- **Creative Leadership:** Art Direction, Team Mentorship, Brand System Thinking, Cross-Functional Collaboration.
- **AI & Creative Tech:** Generative AI Workflows (Photoshop Firefly, Advanced AI Retouching Models, ChatGPT).
- **Design & UI/UX Tools:** Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign.
- **Motion & Media:** Video Editing, After Effects & Premiere Pro (Fundamentals).
- **Workflow Management:** Project Organization, Production Workflows, Microsoft Office, Google G Suite.