

## Profile

Yang graduated from the Herberger Institute for Design and the Arts at Arizona State University in the summer of 2020 with a bachelor's degree in graphic design. In collaborative projects and competitions, he assumes responsibility for ensuring the overall design quality and providing interdisciplinary suggestions to team members from diverse backgrounds.

Yang believes that a good design should establish mutual trust with the audience and be consistent with the surrounding space and environment. He is adept at delving into various professional fields and integrating unified concepts into interdisciplinary team collaborations.

Yang's areas of expertise include interaction design, exhibition design, visual identity, UI/UX, editorial design, and typeface design. He has been featured multiple times on the Design School's social profile.

## Education

Arizona State University Aug '16–May '20  
Bachelor of Science in Design, Graphic Design

## Employment

CH-LAB 川合创意 (Ningbo, China) Jun '19–Aug '19  
Visual Design Intern via CH-Pool  
Cooperated with 3 product design students for international design competition and service design project; participated in several personal projects and assisted in client project with studio faculty; set up the concluding exhibition with the team.

数到十 (Shanghai, China) Nov '20–Apr '21  
Brand Designer  
Participated in offline space & educational brand design; FMCG, skin care products and other packaging design and product visualisation; Art Tower way-finding design; skin care product TaoBao page design; studio web design, and several studio WeChat official account SVG typesetting.

VAVE Studio (Shanghai, China) July '21–Jan '25  
Public Relations, Graphic Designer  
A comprehensive and inclusive cross-platform visual system and communication strategy was developed from scratch, establishing a solid foundation for the brand's market image. These efforts effectively integrated brand communication channels and significantly enhanced VAVE Studio's brand awareness and market influence.

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Làs Project (Milan, Italy)  
Self-employment

May '21–Present

## Recognition

Design With TYVEK® For Your Favorite Brand  
Finalist - 1st Place (with CH-LAB)

Jul '19

## Tool

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere  
Adobe After Effects  
Adobe XD  
Affinity Designer

Final Cut Pro  
Cinema 4D  
Sketch  
Principle  
InVision  
Augmented Reality  
HTML/CSS

SketchUp  
Glyphs  
Logic Pro  
Arnold Renderer  
Mapbox  
WeChat SVG Typography