

YING LEI DESIGNER

www.icorinne.com | yvainelei12@gmail.com | (628) 999-4317

EDUCATION

09/2018-09/2020

Academy of Art University, San Francisco | GPA: 3.6

Master of Art in Web Design and New Media

09/2014-06/2018

Jiang Han University, China

Bachelor of Art in Graphic Design

The Annual Scholarship: 2014-2015

EXPERIENCE

10/2018-Present

Graphic & UI Designer

- Freelance
- Designed branding guidelines for Chinese companies.
- Created company website.
- Produced visual assets for marketing and social medias.

04/2018-07/2018

Graphic & Product Designer Intern

- Merlin Bird Modern Agriculture Co.,Ltd.
- Supported the growth and product team by taking an idea and creating multiple iterations of wireframes, middle and high fidelity designs for the user flow and user interface Referral Minimum Viable Product (MVP).
- Guided product to launch by the end of my internship for the entire Chinese market.

06/2017-08/2017

Graphic Designer

- Wuyufeng Clothing Co., Ltd.
- Designed store layout, visual merchandising, and promotional signages.

SKILLS

Art & Design

UI/UX design, Graphic design, Motion graphic, Website design, Videography

User Research

Persona, Secondary research, Heuristic Evaluation, Competitive analysis, Usability testing

Coding

HTML, CSS, Javascript, PHP, Creative coding, Processing