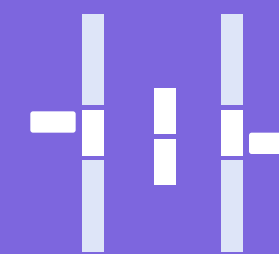


Wanting Yang

UX/UI Designer
Bilingual Content Designer (Chinese/English)



UX/UI AAS degree at Austin Community College Austin,TX. Copywriter with 5 years of experience delivering all forms of copy for real estate industry in China. Focus on collaborating writing skills, advertising, and marketing knowledge with UX skills.

P: 512-656-2425
E: sashidesuyo@gmail.com

Experience

May 2010 - Aug 2013



FCG, Inc. Beijing, China

Senior Copywriter

- > Creates innovative solutions to support marketing, sales and communication strategies.
- > Works as thought-leader and brand storyteller, bringing ideas for projects of all sizes.
- > Writing informative and engaging brand's voice and tone.
- > Presenting ideas to clients along with succinct to support team decisions.
- > Training partners to write all copywriter's content.
- > Measure and evaluate outcomes in content and services.

Jun 2008 - Jan 2010



Newland, Co. Shanghai, China

Copywriter

- >Work with marketing team to create ideas.
- >Providing creative and innovative solutions which offer tangible results.
- >Research target audience needs, pain points, to develop accurate personas.
- >Write copy for all forms of marketing materials to meet audience needs.

Skills & Tools

HTML

CSS

Sketch

InVision

Illustrator

Photoshop

UX Design

UI Design

Design Research

User Interview

Persona Mapping

Usability Test

Wireframing

Prototyping

Copywriting

Branding & Identity

Integrated Marketing

Education

Capital University of Economics and Business

Beijing, China | 2004-2008 | BA in Advertising

Austin Community College

Austin, TX | 2018-2020 | AAS in UX/UI Design