

# MENGYI OUYANG

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http://mengyiouyang.co

An internationally trained communication designer with experiences in publishing, ad agency, and TV show licensing. A recent graduate from Pratt Institute MFA in Communication Design, with a focus on cultural communication and experiential design. A passionate storyteller who loves creating extraordinary visual experiences!

## EXPERIENCE

### CBS Consumer Products, Manhattan, NY

*Design Intern (Illustration), Spring 2017*

Contributed artworks of characters, ships and other properties as a style guide for TV Show "Star Trek: The Next Generation". Designed glass panels for the Star Trek booth at the 2017 Licensing Expo.

### P M + C O (Ad Agency), Manhattan, NY

*Design Intern (Print & Digital), Summer 2016*

Conducted online and offline researches on brands, products and their competitors to prepare presentations for clients. Accomplished a promotional video and new social media covers for the "Mary's Secret Ingredients 2016 Summer Box". Managed various product shoots, retouched photos for social media, online stores, and company websites. Participated in rebranding, packaging design, pitch design and organized documents in the office.

### Yuanlong Yatu (Creative Agency), Beijing

*Motion Design Intern (Digital), Summer 2014*

Developed a series of expression animations based on the cartoon character "Muuur" for online chatting platforms.

### China Children's Press & Publication Group, Beijing

*Design Intern (Print & Digital), Winter 2014*

Designed layout, covers or packages for 5 books or book series, targeting children and teenagers. Created banner ads and introduction pages for books on online bookstores.

## EDUCATION

### Pratt Institute, Brooklyn, NY

*MFA in Communication Design, 2015-2017*

### Relevant Coursework

- Visual language
- Technology
- Visual Preception
- User Experience
- Brand & Digital Strategy
- Design Management

### Tsinghua University, Beijing, China

*BFA in Visual Communication Design, 2011- 2015*

## ACTIVITIES

### Cultural & Creative Business Elite Program

*Taiwan, Summer 2014*

- Visited Culture & Creative parks and art schools in Taiwan.
- Won "Awards of Best Cultural Interpretation" in the cultural & creative Business Elite Competition.

### Tsinghua University Chorus

*Beijing, 2012-2014*

- Soprano singer
- First Place in the Nation University art performance.
- Designed posters and tickets for concerts in campus.

### ShuJi Voluntary Support Education Group

*Tibet, Summer 2012*

- Volunteer art and music teacher at Linzhou Middle school, Lhasa, Tibet.

## SKILLS

- Branding
- Typography+Layout
- Photography+Photo Retouch
- Illustration
- Packaging
- Video Editing
- Stop Motion / Gif
- Motion Graphics (learning)
- Web / Interface Design
- Experiential Concept Development
- 3D modeling
- Augmented Reality

### Proficient:

Adobe Illustrator,  
InDesign, Photoshop,  
Flash, Final Cut, Premiere,  
SketchUp, InVision, Keynote,  
Microsoft Office

### Knowledge of:

CSS Html, JavaScript,  
Adobe After Effects

### Language:

English  
Mandarin Chinese

## HOBBIES

- Games (Nintendo, Playstation VR)
- Play ukelele while singing
- Feed plants
- Collect Movie Soundtracks
- DIY and handcraft