

# Wei Yin

helloweiyin@gmail.com | (760) 290-5647 | wyindesign.com

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Proven expertise in visual design, brand identity, marketing, and UI design. An experience-driven designer adept at crafting innovative, visually compelling solutions that elevate brand identity and user engagement. Skilled collaborator who thrives in dynamic, cross-functional collaborative environments.

## Skills & Expertise

Graphic Design | Branding | Digital & Print Media | Motion Graphics & Video Editing | UI/UX Design | Prototyping | Adobe Creative Suite | Figma | MS Office Suite | HTML | CSS

## Experience

### **UCLA Asian American Studies Center** — Digital Multimedia and Graphic Designer

*January 2023 - Present, Los Angeles*

- Develop multimedia assets (digital, video, audio, visual, outreach marketing) for the AAPI textbook project, \$10MM grant awarded by the state of CA for development, maintenance, and distribution.
- Collaborate with cross-departmental leadership to establish cohesive design aesthetics and branding strategies.
- Lead the AAPI Multimedia Textbook Project visually in all aspects, delivering user-friendly, accessible interfaces.
- Ensuring all designs align with branding and inclusivity goals.

### **THE GLUE, LLC** — Junior Visual / UI Designer

*June 2021 - Oct 2022, Los Angeles*

- Delivered consistent high-quality visual and UI designs for key clients, including Cisco and Lyft.
- Collaborated with cross-functional teams (Lyft, Cisco) to ensure projects met user experience objectives from .
- Took initiative to manage design deliverables, maintaining quality and alignment with project goals.

### **SPIN MAGAZINE** — Graphic Design Intern

*April 2021 - August 2021, Los Angeles*

- Created visually engaging social media content, increasing brand visibility.
- Conducted competitive analysis to inform innovative content strategies.
- Designed marketing assets tailored to specific platforms and audiences.

### **The Pioneers** — Designer

*September 2020 - October 2020, Los Angeles*

- Designed for web, email, social media and animation assets. Clients include MIRA beauty, SCNR, THE VISIONARIES Agency.

## Experience

Otis College of Art and Design — **Master of Fine Arts in Graphic Design**

California State University San Marcos — **Bachelor of Arts in Visual and Performing Arts**

Anhui University — **Bachelor of Arts in Visual Communication Design**

## Languages

Fully bilingual in English and Mandarin