

Wei Yin

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An experienced and highly motivated multimedia visual designer who excels at making complex ideas accessible. With a background that includes excellence in supporting and steering branding, graphic design, marketing, web design, UI, and motion design. Experienced in managing design projects for leading brands. Superior communication skills underscore an ability to manage multidisciplinary stakeholders and create brand identities that fulfill the creative vision and meet market and client expectations.

Expertise

Creative Direction | Marketing Collateral Design | Branding Execution | Motion Design | Advertising | UI | Digital Design | Email Campaigns | Social Media Content Design | User Experience | Video and Digital Asset Creation | Design Thinking | Web Design

Experience

January 2023 - PRESENT

UCLA ASIAN AMERICAN STUDIES CENTER, Los Angeles - *Digital Multimedia and Graphic Designer*

- Conceptualizing, iterating and designing a range of digital, video, audio and visual assets for the center and the AAPI textbook project.
- Liaising with leaderships to help establish the textbook's overall design aesthetic.
- Partnering with internal teams to help spearhead and manage the AAPI Multimedia textbook project.
- Ensuring rigorous alignment to the center and school's messaging and branding guidelines.
- Collaborating with the UI/UX design team to ensure the development of user-friendly interfaces, verifying adherence to inclusivity and accessibility goals.

June 2021 - Oct 2022

THE GLUE LLC, Los Angeles - *Junior Visual / UI Designer*

- Collaborated with clients to identify their business needs, receiving and implementing feedback and presenting design concepts.
- Project managed high-priority deliverables to ensure reliable quality, accuracy and efficiency.
- Reviewed and tested completed work to verify adherence to UI objectives.
- Completed major design work for key clients including Cisco, Los Angeles Animal Services and Lyft.

April 2021 - August 2021

SPIN MAGAZINE, Los Angeles - *Graphic Design Intern*

- Energizing demand generation through design of highly engaging graphics content.
- Creating social media platform specific designs to promote SPIN's products.
- Conducting competitive market research and analysis to help position SPIN as a media outlet and advertising partner of choice.
- Developing social media copy, increasing brand exposure through enhanced audience messaging.

September 2020 - October 2020

The Pioneers, Los Angeles - *Designer*

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

Education

Master of Fine Arts in Graphic Design (2020)

Otis College of Art and Design - Los Angeles, CA

Bachelor of Arts in Visual and Performing Arts (2019)

California State University San Marcos - San Marcos, CA

Bachelor of Arts in Visual Communication Design (2019)

Anhui University - Hefei, China

Technical skills

- MS Office Suite
- HTML | CSS
- Photoshop | Illustrator | After Effects | Premiere Pro | InDesign | Figma | Blender

Languages

- Fully bilingual in English and Mandarin