

Wei Yin

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Creative and experience-driven graphic designer with expertise in digital multimedia, branding, and UI design. Experienced in collaborating with clients and audience to deliver impactful visual solutions. Seeking opportunities to contribute to innovative and impactful projects in a dynamic environment.

Expertise

Creative Direction | Marketing Design | Branding | Motion Design | Advertising | UI | Digital Design | Social Media Content Design | Video Editing | 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*

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

September 2020 - October 2020

The Pioneers, Los Angeles - *Designer*

- Designed 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