



# Yifan Wang

## Visual & UX Designer

### CONTACT

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### EXPERIENCE

#### Yanwai studio, Visual Designer

Sep 2024 - Present | Guangzhou, China | Part-time.

Contributed to the visual design of key university events, including anniversaries, chancellor forums and philosophy drama festivals, overseeing the development of main visuals and associated product design.

#### Starlight English, Design Director

Aug 2017 - Aug 2022 | Beijing, China | Part-time.

Collaborated with Professor Yang Yonglin, serving as design director on the animation coursework projects 'Read Every Day' and 'Memory of Difficult Words'. Managed a cross-functional team of 10+ members and directed the project's visual aesthetics and production process, resulting in the creation of thousands of English listening and speaking animated courseware.

#### RedBANG International, Visual Designer

Oct 2016 - Aug 2018 | Beijing, China | Part-time.

Collaborated with Rurik Nyström to design tourist maps for Chinese cities. Participated in map arrangement and design work for Beijing, Shanghai, Chengdu, Xi'an and other cities.

#### Baidu Times Network Technology, UI Designer

Oct 2016 - Mar 2017 | Beijing, China | Intern.

Served as a UI Designer at the Deep Learning Lab, contributing to the interface design for smart products Intelligent Dressing. Also, played a key role in the conceptualisation and design of offline promotional events.

#### Alibaba Tmall Business Unit, Visual Designer

Jul 2015 - Sep 2015 | Hangzhou, China | Summer intern.

Engaged in an internship at Tmall, where I contributed to the strategic planning and design of promotional campaigns including 'Tmall Chinese Day' and 'Tmall's Secret Garden'.

#### SenseTime, UI Designe

Dec 2015 - May 2016 | Beijing, China | Intern.

Responsible for interface design for products such as smart photo albums and facial recognition systems, and participated in the design of related online and offline promotional activities.

### EDUCATION

#### Tsinghua University

Doctor of Philosophy - PhD  
Visual Communication Design  
Sep 2020 - Jul 2024

#### Tsinghua University

Master of Arts - MA  
Visual Communication Design  
Sep 2016 - Jul 2019

#### Tsinghua University

Bachelor of Arts - BA  
Visual Communication Design  
Sep 2012 - Jul 2016

### SKILL

#### Design

User Persona  
Storyboarding  
Wireframing  
Prototyping  
User Interface  
Video Editing & Animation  
3D Modelling

#### Technical

Adobe Creative Suite  
Microsoft Office  
Figma & Sketch  
HTML & CSS

#### Languages

CET-6 in English  
Mandarin Level 1