Tingwen Wang

vera.tingwen@gmail.com

(+44)07999097014

linkedin.com/in/tingwen-wang

Creative and detail-oriented Designer with **over two years of experience in graphic design and digital product/content development**. Proficient in **Adobe Creative Suite and Figma**, with a strong ability to create visually engaging and consistent materials. Adept at managing multiple projects, collaborating with cross-functional teams, and ensuring high-quality design outputs.

WORK EXPERIENCE

Articulate | Digital Project Assistant (Full-time) | May 2023 - Now | Glasgow, UK

- Developed and implemented online trauma-informed learning platform content strategies targeting care-experienced young people. Employed empathetic communication and observation techniques to understand the diverse needs and barriers faced by young people.

- Designed lo-fi and prototypes of platform's interfaces by using Figma. Following the SAtSD and human-centred design. Conducting **user testing and usability testing**, analysing users' feedback - categorise and visualise them to iterate the platform.

- Created **visually appealing and interactive presentations and materials combined brand identity** to convey the project's goals, functions, and impacts to stakeholders and funders.

- Created courses videos for the e-learning platform **by using Adobe After Effects**, which is trauma-informed and engaging.

INNwowo | Social Media Designer (Intern) | Feb 2023 - May 2023 | Remote, UK

- Developed marketing contents across various social media platforms such as WeChat and Red, including posters, flyers, and engaging articles to boost brand visibility and engagement.

Tencent | Product Manager (Intern) | Jun 2021 - Aug 2021 | Shenzhen, CN

- Conducting competitor market research on the short video industry using Excel and Tableau. Analysing effectively the data to **provide a report by using data visualisation**, which identified insights, user behaviour and requirements to position Tencent into the short video market.

IconTek Technology | Graphic Designer (Intern) | Dec 2019 - May 2020 | Beijing, CN

- Created videos for company to describe our products to stakeholders using Adobe Illustrator and Adobe After Effects, including animations.

RELATED PROJECTS

OceanAcidification | Data Visualisation Design | Dec 2022 | Remote, UK

- Created a compelling data visualisation from 1985 to 2022 to showcase the impact of rising CO2 emissions on ocean pH levels, aiming to raise awareness about environmental protection.

Projects' Exhibition Campaign | Digital Content/Material Design | May 2022 | UK

- Designed and implemented campaign materials, including Instagram photo templates, exhibition board templates, campaign posters, and postcards, to promote the exhibition.

- Leveraged Instagram stories with interactive elements such as countdowns, polls, and quizzes to actively engage with the audience and drive attendance to the exhibition event.

Daqing Photobook | Magazine Design | Jun 2020 | Beijing, CN

- Edited the lighting of photos and designed a portfolio for a photographer, vividly narrating the story of her grandfather's hometown. Utilised diverse layouts to highlight and enhance the visual impact of her artworks.

SAKAI | Visual Identity Design | Jun 2018 | Beijing, CN

- A glasses-branded project and designed a set of **visual identity designs**, including posters, packages, cards, and envelopes by using Adobe Photoshop and Adobe Illustrator. Choosing **CMYK colour** to achieve the print effect.

EDUCATION

Glasgow School of Art
MDes: Interaction Design
Sep 2021 - Nov 2022

Beijing Univ. of Technology
B.Eng: Industrial Design
Sep 2015 - Jul 2019

SKILLS

GRAPHIC DESIGN
Adobe InDesign, Adobe Photoshop, Acrobat, Adobe Illustrator, Adobe After Effects, Procreate,

UX/UI DESIGN
Rapid Prototyping, Flows, Wireframes, UI mockups, Data Visualisation, Visual & Motion Design, Design Thinking, User-Centred Design.

UX RESEARCH
Usability Test, A/B Test, Data Analytics, Surveys, Interview, Persona, Journey Map Behavioural Psychology

MOTION DESIGN
Editing Video Footage, Storytelling, Visual Effects Creation

TOOLS
MS Office, Adobe Create Suite, Figma, WordPress, Cinema 4D, Miro, Jira, Html.

SOFT SKILLS
Teamwork, Time Management, Organisation, Empathy Communication