

Wang Yi

VISUAL DESIGNER

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📍 Shanghai

PROFILE

A designer who is experienced in the blockchain industry. A visual expert with both logical thinking (user research and basic front-end coding) and sensual artistic aesthetic (deep in 3D model and illustration). I can always communicate well between tech and art and am always passionate about new forms and trending design tools.

AWARDS

Pentawards

Package design award,
Golden award of Other Market.
EU, 2020

Information is beautiful

Data visualization award,
Bronzen award.
UK, 2019

Pepsi,Co x POLIMI workshop

Minimeal design workshop,
First prize.
Italy, 2019

TOOLS

UI/UX/illustration:

Figma
Sketch
Procreate
Photoshop
Illustrator
Indesign

Animation/video:

Adobe Effect
Premiere

3D modeling:

Cinema 4D
Nomad
Zbrush
Substance Painter
Marvelous Designer
Sketch up

SKILLS

Brainstorming
Moodboard
Story telling
Case study
User journey map
Personas

LANGUAGES

Mandarin: Native speaker.
English: Advanced.
Italian: Intermediate.
Dutch: Elementary.
Korean: Elementary.

CAREER

QTUM - Graphic designer / NFT Artist

June 2021- Now, Shanghai, China

Independently execute all types of creative work such as graphic design, illustration, 3D model, and motion design for blockchain products:

- Branding and rebranding: user research, case study, logo, palette, express complex brand story clearly and succinctly.
- Collaborate with Product Owners and Front-end Developers: produce UI/UX design for official website and product. I take charge of the UI/UX of NFT project **AOZ**, which has 1993 pieces sold out in 23mins.
- Collaborate with Public Relationship: produce social media material for Twitter, Discord, Medium, and communities. **ZKSpace** twitter maintained about 1k+ followers growth by each post.
- NFT artwork creating: 3D NFT, 0.35 ETH income from original NFTs. 2D portrait illustration NFT for **James Rodríguez**.

YIBUFUN - Graphic designer / Game designer

June 2020 - June 2021, Shanghai, China

Off-line and interaction design.

- Design for everything in temporary amusement parks such as environment design, installation design, mascot design, games outlook design, game machine design and print design. The **BFC Amusement Park** twice created the highest daily income in the company's 6-year history.
- 20+ new games machine invention.

Studio Kluijf - Graphic design internship

April 2019 - July 2019, Den Bosch, Netherlands

Brand design training and basic print design.

- **Brandloyalty** souvenir design - Pentawards Gold Awards.
- **Intratuin** App mascot design - highest ranking top 30 in Appstore lifestyle zone.

Freelancer - Graphic designer / Illustrator

2015 - 2021

Funny or meaningful project:

- Illustration on clothes for autism children.
- Illustration on postcard for stray cats.
- Virtual model producing: **Chee Q Tah** and **Prof. P**.

EDUCATION

Politecnico di Milano - Master of Science

September 2017 - December 2019, Milan, Italy

Major in **communication design**, study in social media marketing, storytelling, anthropology, data culture.

Tsinghua University - Bachelor of Art

September 2013 - July 2017, Beijing, China

Major in **display design**, study in basic experience design, information visualization, interior design and industry design.