Wang Yi

Visual Designer
Portfolio: yiyiwork.com

Contact

- Mail: yiw9565@gmail.com
- Tel: +86 18632492503

Software skills

- Figma
- Cinema 4D
- Procreate
- Photoshop
- Illustrator
- Adobe Effect
- Premiere
- Nomad
- Zbrush
- Indesign
- Substance Painter
- Marvelouse Designer
- Sketch up

Design thinking

- Brainstorming
- Moodboard
- Storytelling
- Case study
- User journey map
- Persona

Language

- Mandarin: native speaker
- English: TOEIC 745
- Italian: basic
- Dutch: starter

CAREER

WEB3.COM

June 2021- Now

Visual designer / NFT Artist / UI designer

- AOZ NFT branding redesign. Soldout in 20 mins.
- Zing! twitter minting plugin design.
- James Rodríguez NFT illustration produce.
- ZKSpace rebranding. Social media Material produce.
- ZKSwap logo design.
- Original NFT series creation.

YIBUFUN

June 2020 - June 2021

Graphic designer / Game designer

- BFC amusement park in Shanghai. Twice created the highest daily revenue in the company's 6-year history.
- Many other amusement parks design around China.
- 20+ new games invention and equipment outlook design.
- Chee Q Tah mascot and branding design.

Studio Kluif

April 2019 - July 2019

Graphic internship designer

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

EDUCATION

Politecnico di Milano

Sept 2017 - December 2019

Communication design

- Social media marketing / anthropology / data culture / communication
- Pepsi,co x POLIMI workshop first award.
- "Information is beautiful" international data visualization competetion, broze award.

Tsinghua University

Sept 2013 - July 2017

Display design

- Foundational experience design.
- Stray cats organization illustration making.