



**Wilson Yu**  
**718-866-6581**  
**why@whydesigns.co**

## About Me

I am a creative designer and writer that focuses on storytelling through the means of branding. Regardless of the medium it's in, I believe that a creative project has its own story that someone is trying to communicate. My goal is to help you control the narrative and the look of your brand and help it thrive. As a creative designer, I am highly adept at prototyping, UX design, layout development, and brand identity design.

## Experience

### ETL Group

UX Designer / February 2022 - February 2023

- Worked with clients to refine their branding during a branding overhaul. Redesigned existing assets to better fit the client's goals and company branding.
- Created low and high fidelity mockups and graphics/illustrations to communicate design ideas such as; digital e-commerce campaigns across web and mobile, and digital asset creation.
- Designed content in layouts to present it as feasible and readable across all screens.
- Refined and optimized wireframes into high fidelity to improve responsive web pages and ensured the interface met the client's brand and accessibility standards.

### Greenwich Village Chelsea Chamber of Commerce

UX Design Internship / September 2021 - Dec 2021

- Worked with various business in the Greenwich Village and Chelsea areas to develop campaigns to increase customer flows as well as create events to revitalize businesses in the area.
- Designed various customer facing digital experiences on multiple platform, such as social media and LinkNYC kiosks, for a wide range of customer bases.
- Designed various deliverables, both digital and print, for 3 campaigns that was running during the length of the internship.
- Designed visual imagery for various clients and ensured that they were inline with the branding of the company.
- Developed creative concepts that were implemented into the campaigns overall branding.

### Brewasis

UX Design Internship / July 2018 - September 2018

- Helped with rebranding the company, establishing their color pantones and font
- Developed two customer sell sheets, six corporate newsletters, and a presentation deck for company promotion
- Created prototypes and wireframes and ensured mockups met both visual and textual branding standards.

## Education

### NYC College of Technology

Communication Design BFA/Fall 2021

### CUNYTechworks

UX Designer Certification/June 2018

### Fullstack Academy Web Development/Software Engineering Immersive

Software Engineering Certification/June 2023

## Skills

Adobe Indesign, Photoshop, XD, Figma  
HTML, CSS, Javascript, React  
Invision