

DESIGNER.

ASK@YANGING.COM

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YANGIN SHIEH

It's easier just to call me Gin.

WORK EXPERIENCE

Cultural Vistas, Designer

Mar 2015–Now

Generate ideas and create visual branding, design all print and promotional materials, and develop websites for new/ongoing professional exchange programs.

Lead the revision and implementation of the company's new visual brand guidelines.

Administer the annual Transformed by Travel Photo Contest and enhance the user experience of its submission process and the Transformed by Travel Photo Gallery.

Provide front-end support for websites and web-based applications.

Draw illustrations and infographics for external resources and social media.

Manage digital assets and printed inventory/stationery.

Yanging Design, Principal

Nov 2015–Now

Run a design consultancy with a focus on nonprofit and community efforts.

Services include visual branding, print and web design, and front-end development.

Clients: Caribbean Association for Resource, Information & Building (CARIB),
Christine Waller Photography, NeuWrite, Sunnyside Shines BID,
Buddhist Tzu Chi Foundation.

Times Square Alliance, Graphic Designer

Sep 2012–Jul 2014

Designed print and digital collateral, ads, event signage, logos, and stationery.

Liaised with Worldstudio to revise and implement new visual brand guidelines.

Oversaw the graphic design archive.

EDUCATION

The School of the Art Institute of Chicago (SAIC)

BFA, Visual Communication Design

2007–2011

SKILLS

After Effects

Illustrator

InDesign

Photoshop

Sketch

HTML

CSS

JavaScript

WordPress

Bookmaking

Illustration

Letterpress

Chinese (Mandarin)

and

Break-dancing.