

Yui-Ting Tarn industrial designer

experience

The Historic Academy of Medicine

Wedding Show Designer & Coordinator

Designed overall vision and graphics used for the show to best communicate venue goals

Solicited over 220 vendors with a 12% conversion rate
Communicated with all parties involved to create a timeline and run of show for the day of the show

Show Marketer

Created a successful social media marketing campaign and increased public awareness/interest
Designed a public website to display show information and gathered over 200 targeted guests

Redesigned venue graphics point of sale marketing pieces such as pricing sheets

Event Manager

Responsible for helping to create a positive experience for all clients, guests, and vendors

Executed and supervised sales tours. Tailored each tour to best suit the client's needs and wants
Planned marketing strategy which included social media outreach

Ore Makes Wigs

Graphics

Designed logo and created brand guidelines to convey brand message and potential uses

Converted and edited graphics to be used for screen printing

information

yuiting.tarn@gmail.com
www.linkedin.com/in/yui-ting-tarn
ytdesign.github.io

education

Georgia Institute of Technology

May 2021

B.S in Industrial and Product Design

Certificate in Marketing

GPA: 3.85

National University of Singapore

Study Abroad 2019

skills

Design

Experience Design, Interaction Design, Interface Prototyping, User Flows, Wireframing, Graphic Design, Iterative Testing

Research

User Journey, User Interviews, Task Analysis, Usability Testing, Affinity Map, Persona Building, 2x2 Diagram

Tools / Software

Adobe Creative Suite, Fusion 360, Solidworks, Basic Shop Tools

Marketing

SEO, Social Media, Email Marketing, Brand Analysis