



Lige Yang

CONTACT

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EDUCATION

Graphic Design BFA
2017.09-2020.12
in California College of the Arts

Humanity Arts A.A degree
2015.09-2017.06
in Santa Barbara City College

2014-2015 Finance
in Santa Barbara City College

SKILLS

Hard Skill

InDesign Photoshop
Illustrator Adobe Xd
Premiere AfterEffects
Tableau HTML/CSS

Soft Skill

Research
Analysis
Creative Solution
Teamwork

WORK EXPERIENCE

Assistant Graphic Designer, 2019.10 – 12
Museum of African Diaspora

- Worked with membership director, designed and created new MoAD membership template within MoAD's brand guidelines, including membership form, benefits.
- Conducted thoroughly consuming research, produced professional visual presentation and sustainability research report to improve workspace toward green business certificates and sustainability.

Communications Director, 2018.01 – 12
AIGA SF CCA Student Group

- Assist chief on AIGA California College of the Arts student chapter routine and administration task.
- Introducing and Admitting 26 new student members, managing program database.
- Brainstorming creative ideas with team, organizing Design events and activities.
- Manage and coordinate emails and communication within students, faculty, and outside groups.

Graphic Designer, Photographer, 2017 summer, 2018 winter, 2019 summer, 2019 winter

Quan Jian (Beijing) Sports & Culture Company

- Designed new design templates and generated creative on-brand content for company social media accounts.
- Sketched user flows and wireframes to building user interface mockups, participating user tests and summary user feedbacks.
- Designed new sub-brand digital products and advertisements, worked closely with Marketing and Technical teams, to ensure goals and requirements were fully met.
- Designed printing materials including posters, flyers, tickets, cover and package for DVDs.
- Performed photography and videography tasks, recording events and rough editing materials for social media upload.

Costume Designer, Crew member, 2016 – 2017
SBCC theatre group

- Designed and organized costumes for student theater shows.
- Work in IN THE NEXT ROOM Crew; regulate costumes