

Lige Yang

Designer

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Graphic Design B.F.A background designer with excellent educational credentials and progressive experience in graphic and user experience design. A creative problem solver seeking admission into University of Washington's Master of Science program in Human Centered Design and Engineering.

Education

2017-09 - 2020-12

Bachelor of Fine Arts: Graphic Design

California College of The Arts - San Francisco, CA

- Elected to Admission Manager for AIGA SF CCA Student Group in 2018
- Relevant Coursework: Interactive I-II, Intro to IxD, Designing with Data, Design Strategy, Climate Design

2014-01 - 2017-05

Associate of Arts: Humanity Arts

Santa Barbara City College - Santa Barbara, CA

- Honor Student named to President's Honor Roll for 2015, 2016 and 2017
- Relevant Coursework: Art History, Culture Communication, Graphic Design, Drawing, Anthropology

Experience

2021-05 - Current

Brand and Visual Designer

Freelance Client, Remote

- Supported product branding strategies for clients in the Art, Health, Retail, and eCommerce industries, by developing collaterals for display, marketing, and packaging materials.
- Worked with clients to gather and refine requirements, establish scope, and manage project milestones.

2019-08 - Current

Co-founder

Gong Hui Le New Technology Company, Beijing

- Co-founded Gong Hui Le, a mobile shopping application launched at China Appstore, achieving over 300 downloads within two months. Was lead designer for end-to-end design lifecycle (research, design, test, implement).
- Conducted usability tests with more than 25 users to better understand user behavior and usability patterns on responsive devices.
- Coordinated, created, and scheduled user research focus groups during application testing; optimized browsing experience by adjusting information layout and adding accessibility features based on user feedback.
- Increased new user signups by over 40% through marketing research, designing printed banners, and carrying out market promotion activities.

2021-10 - 2021-11

Freelance UI & UX Designer

Tableland Media, Remote

- Enhanced visitor's museum experience by designing and launching a multi-platform web-based application.
- Set up a style guide and made a high-fidelity, fully operational prototype for technique development in less than a month.
- Ensured platform-wide consistency through documentation of use cases and UI elements.

2018-12 - 2020-03

Contract Visual Designer

Quan Jian Sports And Culture Company, Beijing

- Worked closely with the marketing, design, and technical teams to troubleshoot UX problems and improve user engagement across web, print, and mobile platforms.
- Developed collateral such as display, visual design, and marketing materials to support product branding strategies.

2019-10 - 2019-12

Assistant Design Volunteer

Museum Of African Diaspora, San Francisco, CA

- Ensured 45% opening rate and 10% click rate (double the previous metrics) by designing digital and print versions of the museum's fall events newsletter. Reduced carbon footprint in the print version by adding QR codes to the mailed newsletter.
- Driving 20% more signups by redesigning museum membership registration experience by introducing new font type and information hierarchy.
- Designed all branding, marketing, and visual designs for the Museum of African Diaspora (MoAD) Membership department

2017-06 - 2017-08

Photographer & Social Media Intern

Quan Jian Sports And Culture Company, Beijing

- Performed photography and videography tasks, shooting and editing video & photo for social media, newsletter, flyer, and company website.

2016-01 - 2016-05

Costume Designer

SBCC Theatre Group, Santa Barbara, CA

- Provided backstage assistance, maintaining workspace, and regulating costumes for 'IN THE NEXT ROOM' Crew.
- Designed and organized costumes for student theatre shows.

Skills

Design

UI Graphics | Storyboard | User Flows | Wireframing | Motion Design | Prototyping | Data Design

Research

Data Analysis (Qualtrics, Tableau) | Task Analysis & Brainstorming | User Research & Testing

Tools

Adobe Creative Suites | Figma | Invision | Spark AR | Rhino

Coding

HTML | CSS | Javascript