






MIN YANG

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PROFESSIONAL SUMMARY

Detail-oriented, creative, and highly motivated graphic designer with 5+ years of experience in complete design process from conceptualization to delivery. Technical expert with outside-the-box thinking with a proven ability to contribute to design and marketing efforts. Meticulous design specialist with a keen eye for illustrations infographics, branding, and UX/UI design.

AREAS OF EXPERTISE

Digital Illustration | Data Visualization | Infographics | Brand Identity | UX/UI Design Logos | Website Design | Marketing Strategy | Print Design | Photo Editing | Typography

EMPLOYMENT

Graphic Designer | Quality Information Partners | **January 2019 - Present**

Create and implement design standards for company graphic assets internally and externally adhering to brand guidelines

- Develops infographics, illustrations, icons, motion graphics, posters, banners, publication covers and other visual graphic needs.
- Creates advertising content for various print publications, including catalogs, business cards, flyers, print campaigns, and product packaging while ensuring maximum brand awareness for targeted audience
- Recommends and consults with clients on design plan and marketing strategy making appropriate recommendations based on client goals

Graphic Designer | Praktika | **March 2018 – August 2018**

Developed, designed, and established visual brand identity from concept to final product including business cards, postcards, and brochures increasing customer interaction by 25%

- Successfully translated subject matter into concrete design for newsletters, promotional materials, and sales collateral
- Established company branding and graphics for marketing and sales presentations, and designed the company website
- Coordinated with outside vendors to meet all project requirements

Graphic Designer | Financial Roadshow | **June 2017 – October 2017**

Coordinated with the President on designing strategic presentations, data visualizations, and graphic materials for major clients from Fortune 500 companies

- Established trusting relationships with vendors, and key clients in effort to produce streamlined production of design products
- Created marketing strategies and campaigns, maintaining vendor relations, managing negotiations, and completing projects within budget requirements

CERTIFICATION

Google UX Design Professional Certificate, Google, **November 2023**

EDUCATION

Virginia Commonwealth University, *Bachelor of Fine Arts: Communications Arts*, **May 2017**