

MIN YANG

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 Centreville, VA 20120

SUMMARY OF QUALIFICATIONS

Experienced Senior Graphic Designer with 7+ years of expertise in illustrations, infographics, branding, and UX/UI design. Skilled in creating visually compelling, user-centered designs that enhance brand identity and improve digital experiences. Strong background in leading creative projects from concept to execution, enhancing user engagement and brand visibility. Proficient in Adobe Creative Suite, Figma, and other industry-standard tools, with a strategic, detail-oriented approach to visual storytelling.

AREAS OF EXPERTISE

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

EMPLOYMENT

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

- Lead design strategy and execution of digital and print materials, ensuring brand consistency across all visual communications.
- Developed infographics, illustrations, icons, motion graphics, posters, banners, and publication covers, enhancing client engagement and brand recognition.
- Created advertising content for print publications, including catalogs, business cards, flyers, and packaging, increasing market reach and visibility.
- Advised clients on design plans and marketing strategies aligned with their business goals, fostering long-term partnerships.

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

- Established a comprehensive visual brand identity, creating business cards, postcards, brochures, and other collateral that increased customer interaction by 25%.
- Designed newsletters, promotional materials, and sales collateral, translating complex information into accessible visuals.
- Developed the company website and marketing graphics, improving online presence and user experience.
- Coordinated with external vendors to meet production deadlines and maintain quality standards.

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

- Created high-impact presentations, data visualizations, and graphic materials for Fortune 500 clients, contributing to successful investor relations campaigns.
- Established 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

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