

# Stacey Yang

## Graphic Designer

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## Summary

Passionate Graphic Designer with over 2 years of experience in visual design, branding, and digital media. Proficient in Adobe Creative Suite, HTML, CSS, and MS Office, with a proven track record of delivering creative solutions that align with brand guidelines and engage audiences. Detail-oriented and skilled in problem-solving, I thrive in fast-paced, collaborative environments and ensure consistency across digital and print designs.

## Skills

- Design Tools: Adobe Photoshop, Illustrator, InDesign, Figma
- Web & Digital: HTML, CSS, Email Design, Banner Ads, Web Graphics, Presentations
- Branding: Visual Identity, Marketing Collateral, Print Design
- Soft Skills: Problem-Solving, Collaboration, Organization
- Languages: English (Fluent), Chinese (Native)

## Professional Experience

**Graphic Designer** / G&G Outfitters & MD Brand Management / on-site / Sept 2023 – Feb 2024

- Developed email campaigns, web banners, homepage layouts, and presentations while maintaining strict adherence to established brand guidelines to ensure consistency across all visual communications.
- Collaborated with marketing teams to align design strategies with branding objectives and business goals, leveraging problem-solving skills to enhance consumer engagement through optimized email campaigns and web designs.
- Produced compelling digital assets for social media and web promotions, enhancing campaign performance and supporting clients in achieving their marketing goals.

**Key Accomplishments:** Boosted client engagement by 26% through innovative email campaigns and web designs. Ensured brand consistency across digital platforms and resolved design challenges efficiently. Delivered high-quality work under tight deadlines, contributing to successful marketing initiatives.

**Freelance Graphic Designer** / TPCA / Remote / Aug 2023 – Present

- Designed T-shirts, developed a comprehensive brand guideline, and produced marketing collateral, including business cards and brochures.
- Ensured consistent design principles and visual identity across all materials.
- Delivered high-quality designs under tight deadlines, leading to increased client satisfaction.

**Key Accomplishments:** Developed brand guidelines and marketing materials, including T-shirts, business cards, and brochures, to strengthen visual identity. Met tight deadlines consistently, earning repeat business and positive client feedback. Provided versatile design solutions aligned with marketing objectives.

## **Education**

**The George Washington University | Washington, D.C. | May 2024 – November 2024**

UX/UI Bootcamp

- Focus: Wireframing, Prototyping, User Research, Design Thinking

**Huaihai Institute of Technology | Lianyungang, Jiangsu, China | 2012 – 2016**

Bachelor of Arts in Digital Media Design

- Focus: Visual Design, Filming, Animation, Web Design, Multimedia Production