

Dan Yang

Graphic designer with 5+ years
UI/UX designer with 3+ years

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EXPERIENCE

User Experience Designer (Team Lead)

HELP by AMG (Nonprofit Organization
Serving Youth.)

May 2023 – Jul 2023, Suffolk, MA

- Designed **UX interview plans, and scripts**. Complete **10+ interviews**, and **30+ card sorts** to understand user needs.
- Developed **2 website design plans to improve user experience based on the customer insights** from the primary market research.
- Directed the delivery of the final team presentation which received **high praise** from the client.

Web Designer

arvme.com

Jan 2022 – Mar 2022

Boston, MA

- Assessed online art market potential and unmet customer needs through market prospect research and competitors analysis
- Developed the detailed user interface specification design of the website backend management.
- Generated a web dashboard including **10+ market research visualization data charts** and **15+ high fidelity backend management interfaces**.

Project manager

Daofeng and Angela Foundation
Jul 2021 – Aug 2021

Arlington, Virginia, United States

- Managed the **finance and personnel** of the "1st Chinese-language Bethel Series Seminar".
- Designed the **project process** and schedule, deployed and arranged relevant **20+ personnel, 8-day seminars, and 5+ activities**. Participated in the entire process and was responsible for the entire event **going smoothly as planned**.

Art Designer & Manager Assistant

Daofeng and Angela Foundation
Apr 2021 – Jun 2021

Arlington, Virginia, United States

- Designed the visual identity (VI), scene layout, and volunteer story exhibition, and supported the project manager in completing a banquet party of **100+ people** in attendance. Designed and produced the event materials, including trophies, posters, badges, souvenirs, stickers, and name tags.
- Responsible for **logistic and on-site control** of the entire banquet.
- Provided **visual revision** for the cover design of the book "The Human Calling".

Visual Communications Designer

Ethnic Today Magazine

Jun 2020 – Jul 2020

Kunming, Yunnan, China

- Designed and **laid out a 52+ page** electronic publication and **multi-page articles**.
- Created **illustrations, background images, and icons** for a variety of fashion items.

Mobile Game Designer

Yunnan.cn News Information Center

Jun 2019 – Aug 2019

Kunming, Yunnan, China

- Conducted investigations into the living backgrounds and characteristics of **20+** distinct ethnic groups, and gathered data on more than **30+** types of everyday waste.
- Created graphic styles, character models, environment designs, and other **visual elements for 2 mobile games**, which included over **40+** sets of clothing designs, **40+** ethnic lifestyle scene layouts, **30+** domestic waste graphic designs, and **20+** waste sorting design elements.

VOLUNTEER

Branding & Communication Group Lead

Life Preservation Initiative (NonProfit)

Apr 2020 – July 2020

Arlington, Virginia, United States

- Created a **unique logo** specifically for this volunteer initiative to fight against the first surge of COVID-19 by donating more than **980,000 pieces** of PPEs to hospitals, NPOs, and government departments.
- Developed the project's website, www.lifepreservation.org, to effectively display the project's progress and data. Also designed the packaging, stickers, images, and social media posts for platforms like Facebook and Instagram as part of the **project's promotional efforts**.
- Crafted a poster highlighting the names of volunteers involved in the COVID-19 campaign, along with the project's philosophy and vision. This poster was digitally showcased in **Times Square, New York, in May 2020**.

EDUCATION

Northeastern University (GPA 3.84/4.00)

Master of Professional Studies

Digital Media

Sep 2021 – Dec 2023

SKILLS

· **Language:** Chinese, English.

· **Tool:** Figma, Sketch, Axure, Omnigraffle, Balsamiq, Wireframe.cc, InVision, Adobe Creative Suite (Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe XD, After Effects, etc.) Procreate, Wix, WordPress, Microsoft Office Suite, Google Workspace.

· **Research:** User Research, Usability Testing, Quantitative & Qualitative Research, Competitive Analysis, User Interview, Journey Map, User Flow, Storyboarding, Persona.

· **Design:** User Interface Design, User Experience Design, Wireframing, Mobile App Design, Responsive Web Design, Hi-fi Prototyping, Information Architecture, Data Visualization, Visual Design.

Arkansas State University

Bachelor of Fine Arts

Graphic Design

Honors: **Chancellor's List** Spring 2020, &
Fall 2020

AUG 2016 – May 2021