



Esther (Yahan) Yang

Graphic Designer

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EDUCATION

01.2020–12.2023

ArtCenter College of Design
Pasadena, CA
Bachelor of Fine Arts in Graphic Design
Graduated with Distinction

RECOGNITION

2023

New Talent Awards Honorable Mention
SUNO by MegaFood (Package Design)

2022–2023

ArtCenter College of Design, Student Gallery
Spring 2023, OCMA, Museum Branding
Spring 2022, SUNO, Package Design
Spring 2022, *Opposing Forces*, Sequential Poster

2021–2023

ArtCenter College of Design, Provost's List

2020–2023

ArtCenter Merit-based Scholarship

2021–2022

Joe & Rosa Farrer Endowed Scholarship

2020–2021

Patricia Howell Endowed Scholarship

2020

ArtCenter Entering Scholarship

SKILLS

Strong working knowledge of:
Illustrator, Photoshop, InDesign, Keynote, Acrobat, Figma, XD, MadMapper, Lightroom, After Effects

Familiar with:
Processing, p5.js, Premiere, Touch OSC, Audition, Cinema 4D, KeyShot, SolidWorks, Ableton Live

Analog Skills:
Bookbinding, letterpress, laser-cutting

Additional:
DSLR and film photography

EXPERIENCE

09.2022–Present

BlueBlood Inc.
Freelance Designer
Remote, Kunming, China

Work on branded packaging for an alcohol brand in China.
Create culturally-informed packaging concept for the spirits product line.
Expand brand application to billboards and visual content on social media.

09.2023–12.2023

ArtCenter College of Design
Teaching Assistant
Pasadena, CA

Assisted instructor Siyun Oh and students in the Intro to Transmedia course.
Provided class with critiques on spatial design and installations. Helped students develop and prototype spatial concepts, 3D forms and projection mapping. Demonstrated and tutored related software including MadMapper, Syphon, and Touch OSC.

05.2021–09.2021

Elevison
Graphic Design Intern
Chengdu, China

Worked with the design team to create advertising campaigns and brand identity projects. Engaged in pitch projects for clients, including Amazon China, Chongqing IFS, and Baidu. Worked on presentation decks and created spatial design mockups. Collaborated with a creative team and art directors to assist with building graphic elements and subtitles for ads.

03.2021–05.2021

PetChoice
Graphic Design Intern
Shanghai, China

Engaged in brand campaign for major online retail event. Created brand applications for online retail platform and social media for the retail event section. Worked on building presentation decks and helped the creative team conduct product photo shoots.

02.2017–01.2020

PeachPuff Studio
Co-founder
Los Angeles, CA

Founded an independent studio specializing in portrait photography. Served as the lead photographer across a variety of photo shoots. Partnered with an online apparel shop to execute product photography.

LANGUAGES

English (fluent)
Mandarin (native)