

YUQIN NI

Graphic Designer

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Pasadena, CA 91101

EDUCATION

MFA in Graphic Design

ArtCenter College of Design, Pasadena, CA

Anticipated graduation **05.2022**

BE in Industrial Design

Tongji University, Shanghai, China

06.2018

WORK EXPERIENCE

Graphic Design Intern

Publicis Media, Shanghai, China

02.2018–06.2018

- Worked directly with creative and marketing directors in the content team on research, brainstorming and concept development
- Assisted in presentation layouts, social media content design, concept mock-ups for various clients included Surface, Heinz, Cha Ling, and Chef Nic

COURSE PROJECTS

YOUTH Club of America

ArtCenter College of Design, Pasadena, CA

Fall 2020

- Rebranded Boys & Girls Club of America
- Researched current brand and developed new strategy to make the experience more engaging and delightful for a broader audience
- Designed all collateral including logo, promotional material, stationeries, merchandise, digital assets, brand bible and environment

Fall 2020

ISHE

ArtCenter College of Design, Pasadena, CA

- Created a hypothetical exhibition about feminist performance artists
- Designed the visual identity for the exhibition including logo, posters and environment
- Collected contents and did the editorial design for the exhibition catalogue

View more projects on my website

Skills

Professional Skills

Typography, Editorial Design, Motion Graphics, Design Research and Strategy, Branding, UI Design, Illustration(Digital & Hand drawing), Photography, Letterpress

Software

Indesign, Illustrator, Photoshop, After Effects, Procreate, Keynote, P5js, HTML, CSS, SketchUp

Language

Madarin(Native), English(Fluent)

RECOGNITION

ArtCenter Scholarship

ArtCenter College of Design

Fall 2019–Spring 2021