

VICTOR YANG

GRAPHIC DESIGNER



PORTFOLIO

 yangvictor.com

CONTACT

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EDUCATION

San Diego State University

Bachelor's of Arts - Emphasis in Graphic Design
Graduated Summa Cum LAude

EXPERIENCE

Smashtech

2019 - 2020

Senior Graphic Designer:

As part of the marketing team, I assisted the team in product brand creation and development. Collaborated with designers on new packaging ideas and bringing them to life. Assisted email marketers and copywriters on new marketing concepts, themes, and email design. In addition to digital and print collateral, I assisted on new digital updates on websites, display ads, social postings, retargeting and acquisition ads.

Officialize

2018 - 2019

Creative Lead:

From concept to completion, I designed, delegated tasks between designers and freelancers, and managed every design project to meet deadlines. Creatively, at Officialize, I designed websites, logos, display ads, and apparel for all 30+ accounts along with content creation for all social media platforms.

Anthro.is

2017 - 2019

Senior Graphic Designer:

I designed print and web collateral including web banners, brochures, downloadables, and social platform activities for a wide variety of B2B clients. I designed internal collateral including pitch decks, web pages, and display ads. I developed concepts for client pitches and participated in client presentations.

Represent

2013 - 2017

Senior Graphic Designer:

Represent specializes in creating custom apparel for celebrities and influencers. I assisted the creative director on photoshoots, attended client meetings with business developers, designed original graphic tees, and designed creative ads for email blasts, third party affiliates, and all social media platforms.

Event Network

2013 - 2017

Graphic Designer:

I developed a seasonal line of apparel and accessories for The Chicago Children's Museum. I assisted in production files and connected with vendors for all printing matters. In addition, I created way-finding designs, print and web collateral.

San Diego Magazine

2010 - 2013

Graphic Designer:

I assisted the Art Director in creating new design layouts for San Diego Magazine and Exquisite Weddings magazine. Contributed designs to sales ad, social media post, and website blog entries. I was also in charge of contacting associated companies for photos, meetings, and photography sessions.

SKILLS & INTERESTS

- Adobe Creative Suite
- Microsoft Office
- Squarespace/Wordpress
- Screen Printing
- Photography
- Information Graphics
- UX/UI
- Packaging
- Brading
- Illustration and Typography
- Google Analytics/HotJar
- Wrike, Asana, Basecamp