

L I N L I N Y A N G

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Recent graduate of Pratt Institute's ComD masters program. Skilled in Visual Communication with a solid foundation in typography, layout, and color theory, designing high-quality visuals from concept to execution – across multiple platforms – print & digital. Able to multi-task and work in a fast-paced environment. Team player with good communication skills – verbally and visually.

PORTFOLIOS

<https://linlin-yang.squarespace.com>

<https://www.behance.net/linlinyang>

EDUCATION

Pratt Institute, Manhattan, NY 2012 - 2014
Concentration in Communications Design. MS.

School of Design, Southern Yangtze University, Wuxi, P. R. China 2008 - 2012
Concentration in Visual Communication. BA

STRENGTHS AND SKILLS

Branding	Motion Graphics	Sketching, Illustration
Typography	Print Design	Adobe Illustrator, Photoshop,
Advertising	Interaction Design	InDesign, After Effects

EXPERIENCE

Sports Illustrated, New York Jun '14 - Aug '14
Creative Services Intern

- Worked collaboratively to support Sports Illustrated, GOLF and Swimsuit's events
- Designed in-book advertorials, advertising, promotion, event signage, invitations, web banners and news letters
- Designed the 60th Anniversary logo for Sports Illustrated Anniversary Issue(**view online**)

MyCheck LLC, New York Sep '13 - May '14
Freelance Graphic Designer

- Produced visual designs (icons, graphics, page layout and in-app ad) for desktop, web, and mobile devices at a variety of resolutions
- Created print and social media campaigns, posters, mailings and other marketing materials

Village Print & Media, New York Jun '13 - Aug '13
Design Intern

- Participated in Village Print & Media's rebranding, created secondary graphics
- Designed posters, brochures, promotional products, and other marketing materials

Wuxi Huaboyuanguang Interactive Technology Co, Wuxi, China Jul '11 - Aug '11
Design Intern

- Created concept for window display and sourced materials
- Participated in the Website homepage layout and title sequence design

Jiangsu Ningqing Law Office Nanjing, Wuxi, China May '11 - Jun '11
Freelance Graphic Designer

- Took charge of the Identifier Design work

ACTIVITIES

Designed the poster for The School of Digital Media's Graduation Thesis Show May '11 - Jun '11

Served as the vice-director in the Fine Arts Department of School of Design, Jiangnan University, and participated in the organization of artistic activities in the school Sep '09 - Jul '10

Joined Asus market research association, and served as a market researcher for Asus.
Submitted reports monthly and took charge of the poster and flyer design for the association
Sep '08 - Jul '09

AWARDS AND HONORS

School of Design, Southern Yangtze University, Wuxi, China Aug '10 - Dec '10
Individual scholarship

School of Design, Southern Yangtze University, Wuxi, China Aug '10 - Dec '10
Excellent Leader of the Student Union

School of Design, Southern Yangtze University, Wuxi, China Aug '09 - Dec '09
Individual scholarship

School of Design, Southern Yangtze University, Wuxi, China Feb '09 - Jun '09
Individual scholarship