

Ying Ye

is a clear-eyed visual designer invested in crafting clear, dynamic and engaging digital experiences

WORK EXPERIENCES

Digital Designer

New York Bicycling Coalition (NYC) **April 2021 – Present**

Strengthening the visual language for their social media and all other branded audience-marketing material.

Interactive Designer

Quotient Technology (NYC) **Oct 2020 – Present**

Designed scalable advertisements and promotions ranging from billboards to dynamic mobile and tablet advertisements for premium consumer brands such as Coca-Cola, Pepsi, Aveeno, FlexFit, Rao's, Starbucks, and Dr. Pepper.

Visual UX UI Designer Apprenticeship

Diasppo (NYC) **Dec 2019 – Feb 2020**

Designed, iterated, and prototyped a proposed UI platform design solution and a landing page in a 4-week sprint for Diasppo's investor meeting, leading to a 100% investment.

Associate Graphic Designer

Architect's Newspaper (NYC) **Feb 2019 – Aug 2019**

Worked closely with the Graphic Manager and Marketing Team to streamline their conference email blasts, enhancing the email experience for over 10+ conferences.

Associate Graphic Artist

Whole Foods Market (OK) **Nov 2013 – Nov 2015**

Partnered with the Lead Store Marketer and Designer to execute promotional visuals, signage, hand-drawn assets under brand guideline.

VOLUNTEER EXPERIENCE

Lead Visual Designer

The Giving Grape (NYC) **Aug 2020 – Oct 2020**

Remote collaboration with a small team of creative volunteers helping to enhance this non-profit's visual identity and graphic needs.

SKILLS

Adobe Creative Cloud (Illustrator, Photoshop, Indesign, XD, After Effects), Sketch, Figma, Invision, Listrak, Sencha, Mac OS, HTML & CSS

STRENGTHS

User-Centered Design, User Research, User Testing, Wireframing, Prototyping, User Interface Design, Prototyping, Visual Design, Branding Identity, Illustration, Typography, Email/Web Design

EDUCATION

UX/UI Design Certificate at **Flatiron School**
Sept 2019 – Feb 2020

Certificate in Graphic Design at **Shillington**
Sept 2018 – Dec 2018

BFA in Visual Communication at **SAIC**
(The School of the Art Institute of Chicago)
August 2011 – May 2013