

LUCY YUAN

Graphic Designer

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EXPERIENCE

- Aug 2020 – Present** **Graphic Design Lead**
Inter-Governmental Philatelic Corporation
- Overseeing product management and workflow with a team of illustrators and designers.
 - Producing a variety of digital & print products for over 20 countries and philatelic collectors.
 - Designed unique sets of 38" x 95" HD trade show display panels for World Stamp Exhibitions throughout 2022.
 - Presenting stamp concepts and liaising with Postmaster Generals from various countries.
 - Issuing all company marketing materials, including email blasts and press releases, via MailChimp.
 - Designing and releasing new digital banners on the IGPC.com homepage, featuring the newest topics for purchase.
- Mar 2020 – Jun 2020** **Graphic Designer (Freelance)**
Sentinel Circle Private LTD.
- Designed brand identity for wholesale trade company headquartered in Singapore.
 - Led development of marketing assets, including logo, banners, business cards, and letterhead.
 - Proposed designs to client and managed project milestones.
- Feb 2020 – May 2020** **Graphic Design Intern**
Arlo Hotels
- Worked with graphic design team to design promotional content and digital images.
 - Presented designs for hotel and website use to corporate and agency partners.

PROJECTS

- Feb 2021 – Present** **Need 2 Go Mobile App**
- Leading project for development of a crowd-sourcing review app for locating public restrooms.
 - UX prototypes on Figma, user flow mapping and workflows in Miro.
 - Responsible for brand identity, focus group testing, and presentations for clients.
- Apr 2020 – Sept 2022** **Portfolio Website**
- Designed and developed portfolio webpage with modern web design programming languages.
 - Highlights past projects and hobby designs, listed by category.
 - <https://lucychenxiyuan.glitch.me>

EDUCATION

- 2016 – 2020** **Bachelor of Art**
New York University
- Major:** Urban Design & Architecture Studies
Minors: Studio Art, Mathematics

SKILLS

- Design** Project Management • Brand Strategy • Typography • Color Theory • UX Ideation & Design • Prototyping • User Personas • Journey Mapping • Mood Boards
- Software** Adobe Creative Suite (Photoshop | InDesign | Illustrator | After Effects | Premiere Pro) • Figma • Canva • InVision • Miro • Microsoft Office • Mailchimp
- Tech** HTML • CSS • Javascript • Python