

A talented designer with a great mind to pursue the unique style of oneself and with a goal of conveying ideas with beauty and vitality

# JINGYI WANG

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## WECHAT

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## WEBSITE

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## EDUCATION

PARSONS SCHOOL OF DESIGN  
BFA Communication Design  
GPA 3.42/4.0  
Academic Scholarship:  
20000\$ Per Year for 4 Years

## PROFESSIONAL SKILLS

### Photoshop



### Illustrator



### ArtEditor



### InDesign



### PowerPoint



## PERSONAL SKILLS

- Rich practical experiences, supervised multiple projects simultaneously
- Strong background in communication with various clients and good at problem-solving
- Cultivated great interest in art and science popularization education and innovating the education model

## EXPERIENCES

### 2021 Newmedia Marketing | Mountaintop Entertainment

- Mainly participated in the excavation and signing of outstanding self-media people, responsible for the personnel management and training with the goal of producing high-quality short videos and new media contents

### 10/2020 Advertising Marketing | VMLY&R

- As Assistant Designer, mainly participated in the advertising and marketing plan of Yili Group
- Completed brand and market research of Yili Company, design a brand image that supports national sports and health, and developed mini games to attract public participation, enhanced the brand image and increased its sales

### 07/2018-08/2019 New Media Visual Design & Typographic Design |

#### Conde Nast CHINA

- Year 2019 - As Intern Assistant for Art Editor, mainly responsible for the typographic design of GQ magazine and all the contents of the social media account once a week to attract more customers
- Year 2018 - As Chief-Editor Assistant, completed the Logo design for GQ FASHION independently and applied to promotion, took in charge of visual optimization of the public account, assisted market department to upgrade promotion plans

### 12/2019 Rebranding Projects | TD Bank & Rustichella d'Abruzzo

- Conducted rebranding for TD bank and a commercial company Rustichella d'Abruzzo, focused on reshaping company's images and expanding promotion
- Organized the previous products analysis, current market analysis, audience analysis, completed the logo design and packaging design, provided design solutions for product promotion and application

### 04/2020 THESIS DESIGN PROJECT | Visual Representation of

#### The Interconnectedness of The World

- Focused on the exploration of the mode of thinking, determined to inspire people to pay attention to their thinking patterns as well as to nurture individuals' thinking habits and abilities, guided people to contemplate what "thinking" entails
- Conducted poster typography, built a website based on posters' visual design concept, utilized characteristics of the automation and human-computer interaction of the computer to show the endlessness of thinking

### 10/2019 ACADEMIC PRACTICE | Branding Design of Stage Play

- Focused on the branding design of the play of "The Crucible", completed the design of the book, posters, postcards and advertisements
- Reshaped the meaning of the script based on the modern background, expressed the domination and influence of the use of rights on people

### 12/2018 Design for Non-Profit | "Survivor Love Letter"

- Designed series of promotional Posters to speak out for sexual assulters
- Coordinated with the team, completed the sexual assault group survey, analyzed the audience, completed the poster design and promoted in New York City

# 王静仪

平面设计师/运营企划/新媒体编辑

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## 教育背景

Parsons School of Design

本科平面设计毕业生

奖学金: 20000\$ 每年共获四年

University of Southern California

在读艺术设计管理研究生

## 专业技能

Photoshop



Illustrator



Art Editor



InDesign



PowerPoint



## 个人技能

- 具有丰富的4A广告和世界一流出版社社会实践经验, 能够同时管理进行多个项目。
- 拥有较强的客户沟通能力
- 善于解决问题, 积极提供优化和解决方案。对新鲜事物有敏锐洞察能力。
- 熟悉热爱国内外艺术作品; 思维活跃, 想法新颖且有一定抗压能力。

## 实践经验

### 06/2019 海外新媒体运营 | 泰洋川禾 (PAPITUBE)

- 负责寻找对接和签约优秀的自媒体人进行公关和签约随之对他们进行系统的管理和培养最终使其们变成专业的PGC并且产出质量更高的短视频新媒体内容。

### 10/2020 广告整合营销 | VMLY&R

- 作为创意组美术实习生, 主要参与伊利集团的广告及营销策划工作。
- 专注于微信小游戏的设计开发, 视觉推广, 促销品设计。

### 2018-2020 儿童立体书设计 | 荣信教育

- 设计部实习生, 主要负责国外儿童读物引进和译本设计; 负责完成英文文字翻译成中文, 页面排版设计以及打印版本视觉优化设计。
- 产品部实习生, 主要参与了乐乐趣产品的开发, 以及线下推广儿童阅读, 重点发展教育项目因而广受欢迎; 并促进智力教育以满足儿童的所有阅读需求。

### 07/2018-08/2019 新媒体运行 & 排版设计 | 康泰纳仕中国分部

- 2019 美编助理, 负责公众号文章的排版设计, 熟练运用作图软件, 并熟练掌握打印效果的美化处理; 完成一本杂志的出版设计和公众号内容的排版。
- 2018 作为主编助理, 主要负责: GQ和AD杂志公众号视觉效果优化, 海报设计, 为推广做文案; 参与创意设计服装组的Logo讨论并且独立完成设计最终在新媒体平台上应用推广。

### 05/2019 书籍设计 | DERT & Parsons 合作项目

- 课程实践, 参与老师公司的儿童画书籍出版项目, 负责完成儿童故事的绘画, 排版设计以及书签设计, 成功出版发行。

### 2017-2019 启动项目 | 个人设计团队

- 与朋友一起组建个人设计工作室, 主要承接商业公司的设计项目。
- 共完成房地产公司的品牌设计, 机油公司的包装设计以及电商服务平台的界面设计。

### 06/2019 毕业设计 | 世界相互联系的视觉网络表达

- 用于探索思维模式, 激励人们注意自己的思维模式, 培养个人的思维习惯和能力, 引导人们思考什么是思考; 先进行海报设计, 然后基于海报的视觉设计理念建立网站, 运用电脑的自动化和人机交互的特点去展现思想的无止境。

### 12/2019 品牌翻新 | TD Bank & Rustichella d'Abruzzo

- 参与完成之前产品分析, 目前市场分析, 受众分析, 重新完成Logo设计, 外包装, 为其产品推广应用给出设计方案。

### 12/2018 公益项目推广设计 | Survivor Love Letter

- 三人团队, 联系机构客户沟通设计主题, 主要负责为性侵者发声海报系列推广。协调团队任务, 完成性侵群体调研, 分析受众, 完成设计在纽约进行张贴。