



Yueyi Han
Graphic Designer

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Education

ArtCenter College of Design
09/2023–Present | Pasadena, CA
Candidate for a Master of Fine Arts in Graphic Design

University of Southern California
08/2019–05/2023 | Los Angeles, CA
Bachelor of Fine Arts in Design and Visual Communication

Paragon One
09/2022–11/2022 | Los Angeles, CA
Courses for Branding Strategy and Business Analytics sponsored by Beats by Dr. Dre

Columbia University
07/2018–08/2018 | New York, NY
Courses for Architectural Design in Programs for High School Students

Experience

Freelance Web Designer, Emerson Smart
03/2024–04/2023 | Pasadena, CA
Assisted the product manager in creating an online shopping landing page, product pages, and case study material for client Emerson Smart.

Art Internship, Leo Burnett Shanghai
05/2023–08/2023 | Shanghai, China
Assisted the creative team with brand applications, motion graphics, packaging design, spatial design, and case study material for client McDonald's China. Two sets of McFlurry packaging successfully met client requirements and were implemented while retaining McDonald's brand voice. The designs were promoted through McDonald's official account on Xiaohongshu(China).

Expertise

Strong working knowledge of:
Illustrator, InDesign, Photoshop, Glyphs, Blender, and Figma

Familiar with:
After Effects, Cinema 4D, Blender, p5.js, TouchOSC, Midjourney, Miro, Basecamp, and Lightroom

Skills
Brand Identity Development
Packaging Design
Font Design
UI/UX Design
Book Design

Languages
Mandarin (native)
Cantonese (native)
English (fluent)

Recognition

2021 USC Roski Annual Student Exhibition
05/2021–04/2022
Spirited Away (Poster Design)