



Esther (Yahan) Yang

Graphic Designer

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EDUCATION

01.2020–12.2023

ArtCenter College of Design
Pasadena, CA
Bachelor of Fine Arts in Graphic Design
Graduated with Distinction

RECOGNITION

2024

Graphis New Talent Silver Award
OCMA (Museum Branding)

2023

New Talent Awards Honorable Mention
SUNO by MegaFood (Package Design)

2022–2023

ArtCenter College of Design, Student Gallery
Spring 2023, OCMA, Museum Branding
Spring 2022, SUNO, Package Design

2021–2023

ArtCenter College of Design, Provost's List

2020–2023

ArtCenter Merit-based Scholarship

2021–2022

Joe & Rosa Farrer Endowed Scholarship

2020

ArtCenter Entering Scholarship

SKILLS

Strong working knowledge of:
Illustrator, Photoshop, InDesign, Keynote, Acrobat, Figma, XD, MadMapper, Lightroom, After Effects

Familiar with:
Processing, p5.js, Premiere, Touch OSC, Audition, Cinema 4D, KeyShot, SolidWorks, Ableton Live

Analog Skills:
Bookbinding, letterpress, laser-cutting

Additional:
DSLR and film photography

EXPERIENCE

08.2024–Present

ODDALYST
Co-founder, Designer
Los Angeles, CA

Founded ODDALYST, a creative lifestyle brand based in Los Angeles. Led brand development across identity design, product graphics, packaging, and creative direction. Art directed and produced content for social media and marketing to build brand presence and community engagement.

02.2024–05.2024

RISTICH
Freelance Designer
Los Angeles, CA

Worked on multiple visual identity projects, including logo design, branding direction, and packaging concepts. Designed presentation decks to clearly communicate branding and product messaging.

09.2023–12.2023

ArtCenter College of Design
Teaching Assistant
Pasadena, CA

Assisted instructor Siyun Oh and students in the Intro to Transmedia course. Provided class with critiques on spatial design and installations. Helped students develop and prototype spatial concepts, 3D forms and projection mapping. Demonstrated and tutored related software including MadMapper, Syphoner, and Touch OSC.

09.2022–12.2023

BlueBlood Inc.
Freelance Designer
Remote, Kunming, China

Designed branded packaging for a Chinese alcohol brand, creating culturally-informed concepts for its spirits product line. Expanded the visual identity to billboard designs and social media content.

05.2021–09.2021

Elevison
Graphic Design Intern
Chengdu, China

Collaborated with the design team on advertising campaigns and branding projects. Contributed to client pitches for Amazon China, Chongqing IFS, and Baidu by creating visually compelling presentation decks and spatial design mockups. Assisted art directors in developing graphic elements and subtitles for ad content.

LANGUAGES

English (fluent)
Mandarin (native)