# LEAH RAY (Xiayi Lei)

I go by Leah, Xiayi is my legal name :-)
I am a Visual Designer.

## Education

**California College of the Arts**
MFA, Design
2022-2025
San Francisco, CA, US
GPA4.0

**Donghua University**
BA, Industrial Design
2017-2021
Shanghai, China
GPA3.5

470-910-1506
Leahray1906@gmail.com

## Working Experience

**Freelance Graphic Designer**
**Past Clients: Huahuoread, POWER TIME, Bilibili, NetEase games, Ltd.**
Remote
06/2017-Present
- Designed book covers and related merchandise to enhance brand identity.
- Independently completed over 240 commercial book design projects.
- Designed logotypes for animation, radio drama and other film and television projects
- Managed design-focused accounts across Chinese social media platforms, reaching 30,000+ followers and over 1.1 million visits.

**VCS Exhibition Posters Designer**
**California College of the Arts**
San Francisco, CA, US
02/2024-05/2024
- Collaborated with the VCS program manager and students to design final project posters.
- Provided feedback and developed design schedules to streamline the poster creation process.
- Managed poster printing and digital display for online presentation.

**Teaching Assistant**
**California College of the Arts**
**Graphic Design Tools**
San Francisco, CA, US
08/2023-12/2023
- Assisted the professor in developing teaching plans and course materials.
- Supported professors in class by answering students' questions and leading critiques.
- Independently conducted workshops and designed projects for student assignments.

**Visual Designer**
**PaperGames**
**Febble End Design Group**
Shanghai, China
03/2021-09/2021
03/2021-06/2021
- Designed game interface and user experience elements.
- Created game icons to enhance brand identity.
- Developed promotional images for marketing campaigns.

**Mr Love: Queen's Choice Design Group**
06/2021-09/2021
- Designed user interface and promotional visuals for game events.
- Created profile picture frames for main characters.
- Designed Weibo background images for June and August campaigns.

www.leahray.monster

## Skills

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|---|---|---|
| Brand Identity | **Adobe** | HTML+CSS+JavaScript |
| Publication Design | Photoshop | Figma |
| Typography | Illustrator | Processing |
| Creative Coding | Indesign | Python |
| Web Design | After Effect | Matlab |
| UI/UX | Premiere | Risograph |
| Calligraphy | Lightroom | Laser Cutting |
| Photography | XD | Cricut |