

Yari Pang

A Graphic Designer with illustration background focus on storytelling.

EDUCATION

Pratt Institute

New York | Aug 2023 - May 2025

Master of Science | Package/Identity/System Design

(667)-379-8328

ypang19@pratt.edu

Maryland Institute College of Art

Baltimore | Aug 2019 - May 2023

Bachelor of Arts in Illustration | GPA 3.7 / 4.00

linkedin.com/in/yaripang

yaripang.cargo.site

Design Tools

Adobe Suite

Illustrator

Photoshop

Lightroom

Keyshot

Rhino

Sketch up

Blender

Google Workspace

Figma

Slack

Skills

User Research

UX/UI Design

Creative Problem Solving

Branding & Identity Design

Promotional Design

Information Architecture

Project Management

Prototyping & Wireframing

Illustration

Visual Storytelling

Experience

SCOBY PROJECT (Pratt Sponsored Project/2024 Innovation Award)

Graphic Designer/New York, USA/ Sep – Dec 2023

- Established brand identity for project and produced graphic assets including icon, label designs, and print collateral.
- Executed product photography and photo editing for print and digital mediums as needed.
- Contributed to website design to reach broader audience.

KNOW YOURSELF

Graphic Designer & Illustrator/Shanghai, China/ Sep – Dec 2021

- Created engaging, on brand digital graphics and illustrations for social media channels with reach of over 10 million users.
- Concepted and designed a new social media series with content published resulting in 18% of engagement rate.
- Led the cross-department scheduling and approval process for social media channels, coordinating between marketing and content creators to meet deadlines and monthly goals.

WENBO WENBAO

Graphic Designer&Illustrator/Beijing, China/Aug 2021 - Oct 2021

- Designed and delivered print-ready graphics, illustrations, and patterns for merchandise.
- Adapting to various client styles and ensuring technical accuracy for production.
- Managed 3+ projects simultaneously, meeting tight deadlines while maintaining high-quality standards and client satisfaction.

JIANGSU PHEONIX PUBLISHING HOUSE

Illustrator / Nanjing, China/ May - July 2021

- Produced illustrations for series of elementary educational textbooks published in 2021. Collaborated with the publishing house's editorial team to ensure all final production met requirements.

Language

English (Fluent)

Mandarin (Native)

Cantonese (Native)