

Yoyo Wang

Yoyo is a designer based in London, with a specialisation in storytelling through graphic design and illustration :) Experienced in zine publishing, visual identity creation, and concept design. Especially interested in creating inclusive dialogues through unconventional, playful, and nostalgic aesthetics.

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EDUCATION & OPPORTUNITIES

BA (HONOURS) GRAPHIC COMMUNICATION DESIGN

Central Saint Martins, University of the Arts London
Sept 2020-June 2024

CREATIVE COMPUTING INSTITUTE DIPLOMA

Camberwell College of Arts, University of the Arts London
Sept 2022- June 2023

FOUNDATION DIPLOMA IN ART AND DESIGN

Central Saint Martins, University of the Arts London
Sept 2019- June 2020

SKILLS

- **Adobe Suite**- Photoshop, Illustrator, InDesign, AfterEffects, Premier Pro
- **Microsoft Suite**- Words, Excel, Teams
- **Google Suite**- Docs, Slides, Meet, Sheet
- **HTML/CSS/P5.js**
- **Blender**
- **Nomad Sculpt**
- **Procreate**
- **Figma**
- **Canva**
- **Keynote**
- **Shopify**
- **Madmapper**
- **Twine**

LANGUAGES

English
Fluent

Mandarin
Fluent

French
Intermediate

INTERESTS (other than design)

- Reading (currently reading 'Intermezzo' by Sally Rooney)
- Digital anthropology
- Music album & game cover designs
- AI & tech philosophy articles
- Pokémon (pre X&Y era only)
- Going to jazz bars and pretending I can afford £16 cocktails
- Retro Nintendo games
- The Shrek series
- Collecting food shaped things that aren't real food

References available upon request.

RELEVANT EXPERIENCE

MAGAZINE CO-FOUNDER

TOMATO EGG Zine

May 2024- Present, London, UK.

- Published at: TATE OFFPRINT, and Pushkin House Zine Fair, 'Shelf Life' UAL Online Showcase, and the newsletter of BESEA.
- Sold at: Gosh! Comics, Magculture, Reference Point.
- Founded a zine between a team of 3 creatives, with the aim to uplift ESEA (East and Southeast Asian) diasporic stories.
- Spearheaded the creative direction and design of the independent zine, whilst balancing the cohesion and synthesis of different collaborative styles and decisions.

GRAPHIC DESIGNER

The Royal Mint x British Coin Design

March 2024, London, UK.

- Designed a set of contemporary British coins, focusing on the relationship between typography, place, identity, and society, while exploring scale, materials, and manufacturing processes.

BRANDING IDENTITY DESIGNER

COP26 'Acts of Looking- Nature Observed'

Sept- Dec 2021, London, UK.

- Developed imagery for a visual exhibit in Glasgow, aimed at persuading delegates to adopt positive environmental policies and behaviors that repair the human-nature relationship altogether.
- Hosted engagements from high-profile individuals from various global industries.

ILLUSTRATOR & GRAPHIC DESIGNER

Aug 2020- Present, Remote Freelance

- Designed B2C brand identities, visual assets, mockups, and printed matters across music, publishing, and independent brands.
- Collaborated with clients varying from emerging independent artists, zine creators to startups.

ASSISTANT UX/UI INTERN

IMD Doctors

Jan- March 2021, Beijing, CHINA

- Supported web and app development projects by collaborating with cross-functional teams across China and the UK, facilitating communication in multiple languages and adapting designs for diverse media platforms.