Xiaoying Ding

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EXPERIENCE

B-Reel Group
Brand Designer

Sep 2021 - Present, Los Angeles, CA

Branding
- Developed cohesive branding strategies and unified visual identities across platforms for high-profile clients like Vimeo and Carolina Herrera.
- Played a key role in the B-Reel's new studio branding launch, reimagining visual elements to reflect core values.

Marketing Campaigns
- Contributed to successful brand campaigns for luxury brands, including LV Watch Prize and LVMH.

Web Design & UI/UX
- Translated complex AI technologies into user-friendly designs for startups like Suno and Arcade.
- Created award-winning web experiences for Suno, recognized by Webby Awards, CSS Design Awards, and Red Dot Design Award.

Motion Graphics
- Designed dynamic emoji wallpaper for Google Pixel, a key feature for Android 14.
- Animated social campaigns, UI elements, and tutorials to boost user engagement.

VanDyne Inc.
Motion Graphic Designer

Jun - Sep 2021, Los Angeles, CA

Applied motion skills to adeptly convey ideas and narratives to directors and clients through the language of visuals. Played a key role in designing and animating a wide range of projects, including social campaigns, user interface animations, and tutorials.

EDUCATION

ArtCenter College of Design
Master of Fine Arts in Graphic Design

Sep 2018 - April 2021, Pasadena, CA

GPA: 3.93/4

Scholarship:
ArtCenter Merit-Based Scholarship (2020-2021)
ArtCenter Entry Scholarship (2018-2021)

CERTIFICATION

World Wide Web Consortium (W3C)
Verified Certificate in Introduction to Web Accessibility

Issued Through EdX, July 2024

RECOGNITION

The Webby Awards
Best Home Page for Suno

May 2024

Collaborated with a team to build the Suno website, which won the Webby Award for Best Home Page. As the brand designer, I was responsible for both branding and web design, ensuring the high-tech AI music tool was emotionally engaging and easily accessible for a wide range of users.

Graphis
New Talent Annual - Platinum

Jan 2021

Be Honored With Graphis New Talent Annual Platinum Award For Book Design, Hide & Seek.

EXPERTISE

Motion Graphics

After Effects, Blender, Cinema 4D, Media Encoder

UI/UX Design

Figma, Origami Studio, p5.js, Processing, XD, Touch Designer, HTML, and CSS

AI & Machine Learning

Midjourney, Runway, and Adobe Firefly

Editorial & Illustration

Photoshop, Illustrator, InDesign

Cross-Team Collaboration

Slack, Keynote, Google Suite, Microsoft Office Suite

Language

English and Mandarin