

Yi Ding

Communication designer

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<https://yiworks.cargo.site>



Profile

Before art and design, I was primarily educated with a heavy engagement with mathematics. This strong foundation builds my logical and analytical approach. My background enhances my ability to develop concepts, quickly learn new skills, especially coding, and apply principles effectively in creative practices. The beauty of potentials always draws me. Here, and if further.

Education

Pratt Institute 2022 - 2024
Master of Fine Arts in Communication Design
Visual Language • Transformation Design •
Design Writing • Creative Coding

Tongji University D&I 2018 - 2022
Bachelor of Arts in Environmental Design
Design Technology • Interior Design •
Project-Based Learning (PBL) • Exhibition •
Sustainable Design

Skills

Development

Adobe Suite (Photoshop/PS, Illustrator/AI,
AfterEffects/AE, InDesign/ID, Dreamweaver/DW)
• Video Editing (FinalCut Pro)
• Virtual Scene Modeling (Blender, Rhino, CAD)
• Website (HTML/CSS/JS)
• UI/UX Design (Figma)
• Interactivity (P5.js, TouchDesigner, Spark AR)

Form

Books/Zines Making • Illustration • Typography
• Photography • Performance Art • Sculpture

Collaborative

Transformative Practice • Critical thinking
• Detail-oriented Approach • Active listening
• Sharing and Teamwork

Languages

English, Mandarin, Cantonese, Shanghainese

Work Experience

Apple Apple Teacher
Jul 2022 - Aug 2022 Guangdong
Taught public iPad illustration courses to children.
Delivered Apple's technology through service-oriented practices to inspire future generations.

Yum China Interior Designer (Intern)
Mar 2022 - May 2022 Shanghai
Designed interior layouts and installations for PizzaHut stores systematically, composed furnishing zines for nationwide branches.
Collaborated within an 8-member design team.

NICE 2035 Future Food Studio Student Starter
June 2021 Shanghai
Led and prototyped on insect food promotion as part of the NICE 2035 future life studio, to conceive future possibilities of edible insects as affordable protein resource in China.
Integrated traditional and contemporary dietary structures with branding design.

Tims Coffee Student Designer
Dec 2020 Shanghai
Designed branding strategy for Tim Horton's localization to Shanghai and China.
Developed the concept "The Vessel" inspired by the iconic 'red cup' to hold new narratives.

National Science Park of Tongji University
Wall Painting
Aug 2019 - Oct 2020 Shanghai
Illustrated 1,700 ft² corridor walls depicting the development of science and technology.