



Bella Wang

Graphic Designer

bwangdesign.info

bwangdesigninfo@gmail.com

+1 (909) 999-1612

Education

Sep 2020 – Dec 2024

ArtCenter College of Design

Pasadena, California

Bachelor of Fine Arts in Graphic Design

Graduated with Honors

Minor in Business

Focused Coursework at ArtCenter

May 2023 – Aug 2023

Sponsored Transdisciplinary Studio: Mindful Movement

Collaborated with a team of product design and graduate industrial design students to design footwear for lululemon, using Gravity Sketch as the primary tool. Conducted material, trend, brand, audience, and lifecycle research to develop sustainable footwear for future humans living in space.

Independently led the packaging design, poster creation, print asset, and colorway selection for the footwear, incorporating feedback from the team. Delivered final visuals and graphics for presentation.

Experience

May 2024 – Dec 2024

Teaching Assistant

ArtCenter College of Design

Pasadena, California

Information Design – Allison Goodman | Communication Design 5

Publication – Tracey Shiffman | Type 4 – Tracey Shiffman

Assisted instructors during individual and group critiques, sent email reminders with criteria and resources. Helped students with concept ideation, typography, layout, form making and prepress details.

Apr 2024 – Aug 2024

Freelance Graphic Designer

Remote

Specialized in brand identity development and packaging design, collaborating with diverse clients to bring their visions to life through innovative design solutions.

Jun 2022 – Aug 2022

Graphic Design Intern

Asian Liver Center at Stanford

University School of Medicine

Remote/Palo Alto California

Collaborated with interns from multiple areas of focus. Participated in 20th Annual Youth Leadership Conference by creating event handbook design, brand graphic applications, informational video, and acting as team leader during the conference.

May 2022 – Jun 2022

Graphic Designer

Tracer Bikes

El Monte, California

Directed brochure design for brand products, collaborating with marketing team for consistent messaging and brand alignment.

Recognition

2020 – 2024

ArtCenter Entrance Scholarship

2022 – 2024

ArtCenter Student Gallery

Longitude 131° (Lookbook)

Longitude 131° (Postcards)

Museum Date Guide (Map Design)

Effortless Days (Book Design)

Effortless Days (Poster Series)

Wild Animal Conservation Society

(Poster Series)

2023

ArtCenter Provost's List

2018

The AEP Art & Design Award

Los Angeles EXR Art Center

Expertise

Strong working knowledge of:

InDesign, Photoshop, Illustrator, MadMapper, Glyphs, Keynote, Pages

Familiar with:

Figma, p5.js, Premiere Pro, Lightroom, After Effects, HTML/CSS, Miro, Acrobat, Webflow, Procreate

Skills:

Brand identity development, book design, packaging design, creative coding, generative design, research, presentation deck building

Craft:

Laser cutting, Kongsberg cutting, band saw, table saw, wood lathe, sewing, letterpress

Languages:

English (fluent), Mandarin (native)