

# SIA YANG

[siayang.org](http://siayang.org) / 347-335-9734

[siayang.arts@gmail.com](mailto:siayang.arts@gmail.com) / New York, NY

## EDUCATION

### NEW YORK UNIVERSITY 2022-2024

Major in Game Design,  
Master of Fine Arts

### SCHOOL OF VISUAL ARTS 2017-2021

Major in Illustration,  
Bachelor of Fine Arts

## SKILLS

### ART AND CONCEPT

Illustration, Story Boarding,  
Visual Development

### DESIGN

Art Direction, Editorial, Brand  
Identity, Campaign Design,  
Typography, Motion Graphics

### SOFTWARE

Adobe Suite, MAYA, Blender,  
UE4, Unity, Figma

## AWARDS

### INDIECADE 2024

Nominee

### World Illustration Awards

Editorial Category Winner

### iJungle Illustration Awards

Merit Awards

### Creative Quarterly 78

Runner-Up

## WORK EXPERIENCES

### LITTLE LULU Studio

Oct 2024 - Present

Art Director

- Directed and executed digital and print materials for social media campaigns. Developed a comprehensive branding system, including logo design, color palettes, typography, and usage guidelines, to maintain and elevate the company's visual identity.

### NYU IDBE

Jun - Dec 2023

2D Artist

- Contributed to the art assets, including characters, props, UI/UX for a visual novel project, supporting the creation of the visual narrative that enhanced character diversity and player engagement.

### G-BITS/KAIROSOFT GAMES

Apr - Jul 2022

Art Producer

- Managed a team of artists by creating detailed design briefs, providing creative guidance and ensuring visual outputs aligned with brand objectives and delivering cohesive, compelling storytelling.
- Oversaw visual asset creation for marketing campaigns.

### ELLE

Apr - Oct 2021

Visual Designer

- Designed and executed editorial layouts for ELLE DECO's monthly magazine, ensuring consistently high-quality print production that meets industry standards.
- Iterated existing brand visuals for luxury campaigns (GUCCI, Louis Vuitton City Guide), adapting and enhancing the visual identity to balance ELLE's signature aesthetic with each brand's unique style, ensuring a cohesive and elevating brand storytelling.
- Produced motion graphics, banners, and video content for social media campaigns, directly boosting online visibility for high-profile events like Shanghai Design Festival.

## PROJECT EXPERIENCES

### Steam Sales Event Games in New York

- Designed the visual campaign for Steam's "Games in New York" sale, including illustration, header, poster, and promotional animation.

### Harper's BAZAAR - 19th Asian Games Campaign

- As a featured artist for Harper's BAZAAR - 19th Asian Games Campaign, including illustration.

### BBH USA Final Zag

- Inspired by New York City culture, rebranded the IP identity for BBH USA.