Yixuan You

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ABOUT ME

Hello! I am a passionate graphic designer with a strong foundation in visual communication and storytelling. I graduated from the University of the Arts London with a degree in Data Visualization, specializing in transforming complex information into compelling visuals.

With experience in Industrial Design and UI design, I create engaging visuals across various platforms. My internship at the company provided valuable industry insights and further honed my design skills.

EDUCATION

Beijing City University
09/2017-06/2021
Bachelor of Engineering in Industrial Design

University of the Arts London
10/2023-12/2024
Master of Arts in Design for Data Visualisation

SKILLS

Design Tools: Photoshop, Illustrator, Figma, Sketch, C4D, Rhino, AutoCAD

Motion & Code: After Effects, Premiere, D3.js

Other: Photography, UI/UX tools

Languages: Chinese (Native), English (Fluent)

AWARDS

Excellence Award in the 5th China College Design Competition in 2018

EXPERIENCE

Ember Collaboration Project   07/2024-08/2024
Data Visualization group project, UAL

- Analyzed clean energy data to identify key trends in the UK and China.
- Designed and produced data storytelling videos using Adobe After Effects and Illustrator.
- Collaborated with the team, iterated visuals based on Ember's feedback, and ensured alignment with project objectives.

IMF Collaboration Project   02/2024-05/2024
Data Visualization group project, UAL

- Analyzed data, designed visualizations, and developed device solutions to evaluate lending to countries over a 10-year period.
- Collaborated with a team to produce detailed insights and submitted findings to the International Monetary Fund.

Graphic Designer Internship   05/2021-08/2021
Beijing KOOWO Technology Co., Ltd.

- Collaborated on daily and event-based visual design, contributing to style definition and ensuring brand consistency.
- Produced banners, posters, HTML5 graphics, and key visuals tailored to project needs.
- Engaged in design projects:
  - Role Model Reading Project (banner, poster and HTML5 design)
  - Star Touring Activity (poster and pull-up banner)
  - MEC Animation and Game Carnival Project (main visual & long-format poster), etc.

Graphic Designer Internship   04/2021-05/2021
Beijing Aidu Dimension Cultural Communication Co., Ltd.

  One of China's largest comic conventions with over 150,000 attendees.

- Contributed to visual design and execution, including posters, promotional materials, and event photography.
- Assisted with event setup and on-site design implementation.
- Provided event photography to support visual storytelling and thematic expression.

UI Designer Internship   08/2020-12/2020
Beijing Huanxi Media Co. Ltd.

- Designed banners for TV series, contributing to overall UI design.
- Performed market and competitor research to align design strategies with market trends and user needs.
- Worked closely with product and development teams to translate visual designs into smooth, user-friendly interfaces.