

WEI WEI		DESIGNER		wei.vivi.wei77@gmail.com weiweidesigns.com Figma Portfolio	
Experience				Bio	
<b>Senior Designer</b> 05/2024–Present Full-time		<b>NEIWAI (New York City, USA)</b> Created branded content across digital and print touchpoints, including website, paid ads, email campaigns, social media, OOH, and in-store graphics and signage.  Led art direction and design execution from concept to final production, balancing brand storytelling with performance goals.  Collaborated cross-functionally with internal marketing and e-commerce teams, as well as external vendors, to ensure brand consistency and high-quality execution.		Wei Wei is a multi-disciplinary designer based in NYC, with over four years of experience spanning independent, in-house, and agency settings. Passionate about creating beautiful and meaningful designs, she brings warmth, humanity, and authenticity to every project.	
<b>Designer</b> 08/2022–05/2024 Full-time		<b>RoAndCo (New York City, USA)</b> Developed brand identity, illustration, web design, print, packaging, motion graphics, and art direction across a range of client projects.  Executed work both independently and in close collaboration with strategy and creative teams.  Created visually distinctive, well-crafted designs for clients in tech, fashion, beauty, retail, and food & beverage—including Google, Macy’s, Prose, and Irene Neuwirth.		Education	
<b>Design Intern</b> 06/2021–08/2021 Full-time		<b>Ogilvy (Beijing, China)</b> Produced brand assets including brand guidelines, OOH, and pitch decks for automotive clients such as Land Rover, ArcFox and Tank.  Built hands-on experience in a fast-paced agency setting while consistently delivering work aligned with brand guidelines and industry standards.		2020–2022 <b>School of Visual Arts</b> Master of Fine Arts, Design GPA: 3.93	
<b>Junior Designer</b> 04/2019–08/2020 Full-time		<b>Cascara Creatives (Vancouver, Canada)</b> Designed digital and print assets for three internal brands, spanning marketing channels and product graphics.  Created brand identity systems for external clients through the agency arm, with a focus on the real estate and beauty industries.		2017–2018 <b>LaSalle College</b> Diploma, Graphic Design GPA: 3.97	
				2013–2017 <b>University of British Columbia</b> Bachelor of Arts, Art History GPA: 3.70	
				Recognition	
				2025      ADC Awards: Silver, Packaging Design	
				2025      Indigo Awards: Gold, Illustration	
				2025      Indigo Awards: Gold, Promotional Materials	
				2025      Indigo Awards: Gold, Design for Social Change	
				2025      Muse Creative Awards: Silver, Social Media	
				2024      Dezeen Awards: Longlisted, Graphic Design	
				2020      Indigo Awards: Gold, Branding	
				2020      Indigo Awards: Silver, Packaging Design	
				Skills	
				Tools	
				Brand Identity	
				Figma	
				Logo Design	
				Adobe Illustrator	
				Illustration	
				Adobe InDesign	
				Packaging Design	
				Adobe Photoshop	
				Web Design	
				Adobe After Effect	
				Art Direction	
				Adobe Premium Pro	
				Typeface Design	
				Procreate	
				Motion Graphics	
				RoboFont	
				Editorial Design	
				Microsoft Office	
				Email Marketing	
				Google Workspace	
				Social Content Creation	
				Keynote	
				Pitch	
				Mailchimp	
				Klaviyo	