

Xiaoying (*Tina**) Ding

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EXPERIENCE

B-Reel Group Brand Designer

Sep 2021 - Present, Los Angeles, CA

I collaborated with cross-functional teams and external partners to solve communication and business challenges, contributing to projects from concept to final production. This included establishing cohesive branding strategies, designing user interfaces, creating real-time graphics, and developing social media content for a diverse range of clients—including tech companies like Vimeo, Google, and Airbnb, as well as high-fashion brands like Louis Vuitton and Carolina Herrera—ensuring a seamless, end-to-end brand experience.

I consistently stay updated on emerging technologies like AI, VR, and AR, integrating these advancements into design solutions to enhance user interaction. I supported AI startups like Suno and Arcade by translating their high-tech offerings into user-friendly designs that are accessible to a broader audience. Notably, the homepage we designed for Suno received multiple industry awards, including The Webby Awards, CSS Design Awards, and the Red Dot Design Award.

I also contributed significantly to the launch of our new studio branding, focusing on a narrative that highlighted our uniqueness. By reimagining visual elements to reflect our core values, I ensured a cohesive visual identity across all platforms, effectively conveying B-Reel's brand message and showcasing its innovative spirit.

VanDyne Inc. Motion Graphic Designer

Jun - Sep 2021, Los Angeles, CA

Applied motion skills to adeptly convey ideas and narratives to directors and clients through the language of visuals. Played a key role in designing and animating a wide range of projects, including social campaigns, user interface animations, and tutorials.

EDUCATION

ArtCenter College of Design Master of Fine Arts in Graphic Design

Sep 2018 - April 2021, Pasadena, CA

GPA: 3.93/4

Scholarship:

ArtCenter Merit-Based Scholarship (2020-2021)

ArtCenter Entry Scholarship (2018-2021)

CERTIFICATION

World Wide Web Consortium (W3C) Verified Certificate in Introduction to Web Accessibility

Issued Through EdX, July 2024

RECOGNITION

The Webby Awards Best Home Page for Suno

May 2024

Collaborated with a team to build the Suno website, which won the Webby Award for Best Home Page. As the brand designer, I was responsible for both branding and web design, ensuring the high-tech AI music tool was emotionally engaging and easily accessible for a wide range of users.

Graphis New Talent Annual - Platinum

Jan 2021

Be Honored With Graphis New Talent Annual Platinum Award For Book Design, Hide & Seek.

EXPERTISE

Motion Graphics

After Effects, Blender, Cinema 4D, Media Encoder

UI/UX Design

Figma, Origami Studio, p5.js, Processing, XD, Touch Designer, HTML, and CSS

AI & Machine Learning

Midjourney, Runway, and Adobe Firefly

Editorial & Illustration

Photoshop, Illustrator, InDesign

Cross-Team Collaboration

Slack, Keynote, Google Suite, Microsoft Office Suite

Language

English and Mandarin