

Y I N G X U

<https://yingxu.work>

New York, NY

xuyingleah@gmail.com

OVERVIEW

Visual designer with a focus on branding, UI/UX, and system-driven design. My work explores modularity, narrative structures, and visual clarity. Experienced in both studio and client-facing environments, with a growing interest in motion and 3D design. Currently based in New York and open to full-time or freelance opportunities.

EDUCATION

School of Visual Arts — BFA in Graphic Design

New York, NY | Aug 2021 – May 2025

- Cumulative GPA: 3.828
- Honors: High Term Honors (2024)

EXPERIENCE

Graphic Design Intern

SGR Advertising, Shanghai | Jul – Aug 2024

- Designed visual assets for brand campaigns across print and digital formats
- Assisted in developing multi-channel visuals for Amway and AXA, balancing creative direction with brand consistency.
- Supported the *Satinique* commercial shoot as a visual assistant, contributing to styling, script continuity, and on-site coordination

SELECTED SKILLS

- Visual Identity Design
- UI/UX Design
- Motion Graphics
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Figma & Web Prototyping

LANGUAGE

- English
- Mandarin Chinese