

# Xiaoying (*Tina\**) Ding

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## EXPERIENCE

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### **B-Reel Group** **Brand Designer**

Sep 2021 - Present, Los Angeles, CA

I collaborated with cross-functional teams and external partners to address communication and business challenges, contributing to projects from conceptualization to final production. This involved establishing cohesive branding strategies, designing user interfaces, creating real-time graphics, and developing social media content for clients such as Vimeo, Google, and Airbnb, 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

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### **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

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

Issued Through EdX, July 2024

## RECOGNITION

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### **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

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### **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