

Dulan Tong

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EDUCATION BACKGROUND

School of Visual Arts | New York, United States

BFA Illustration

Jan 2021—May 2024

· GPA: 3.7/4.0

· Coursework (Top 5% in class):

Graphic Design, Branding & Identity, Motion Graphics, Typography, UX/UI Design, Print Production, Visual Marketing

Thesis & Projects:

A) Developed an illustrated series exploring the intersection of technology, psychology, and behavioral design in gambling, applying visual storytelling techniques for enhanced audience engagement

B) Created Riso Print Zine for Texas Hold'em players. Visually, simplifying complex concepts, the Zine explains the rules. The zine provides instructional concepts: simpler and empowering readers to confidently engage

WORKING EXPERIENCE

UNIQLO Soho | Visual Merchandise | New York

Dec 2024—Now

· Conceptualized and executed visual merchandising strategies, ensuring seasonal product launches maintained brand consistency across all store touchpoints

· Developed and adapted window displays, mannequin styling, and in-store signage, optimizing product presentation and storytelling to drive customer engagement and conversion rates

· Ensured execution of visual assets, aligning with global brand standards while adapting to local consumer preferences

· Collaborated with marketing and visual teams to create store assets and support promotional events & social media

Flowing Space Gallery | Graphic & Social Media | New York

Dec 2024—Now

· Designed and produced visual content for social media, including graphics, promotional materials, and video posts, increasing brand engagement and cross-platform traffic

· Developed and executed marketing campaigns, ensuring cohesive brand identity across gallery exhibitions and art fairs to enhance audience engagement and reach

· Leverage the popularity of exhibitions to attract customers to the Tea House, integrating culture and commerce

Lexington Neurology Associates | UX Designer | New York

Sep 2023—Now

· User Research: Collect feedback from VIP patients via questionnaires and online interviews to understand their treatment experience, identifying strengths, weaknesses, and future service expectations

· Website Design & Information Architecture: Design in Figma to highlight doctors' expertise, clinic services, and patient journey, focusing on a clear, user-friendly interface that enhances the clinic's professional image

Mobilemeta Ltd. | Graphic Designer | New York

Jun 2024—Aug 2024

· Redesigned the visual identity for OTAMETA, a gaming community app, creating logos, icons, and landing page visuals to enhance brand recognition and consistency across digital platforms

· Developed UI assets and marketing visuals, collaborating with founders to align branding with the app's gaming and cultural themes

EXTRACURRICULAR ACTIVITY

Conch Shell International Film Festival | Visual Event Design | New York

Oct 2024

· Led visual design & venue setup for the festival's first live event, integrating Caribbean-themed branding and producing social media & photography content

USWOO REAL ESTATE LLC. | Real Estate Rental Sales | New York

May 2023—May 2024

· Analyzed rental market data and developed targeted marketing strategies, generating over \$100K in peak weekly sales

BroadwayGalleryNewYork | Curatorial Assistant | New York

Jul 2023—Aug 2023

· Assisted in exhibition setup, artwork handling, and installation while coordinating with artists and collectors, contributing to curatorial research and promotional materials

SKILLS & INTERESTS

Languages: *Proficient:* English, *Native:* Mandarin, Mongolian, *Intermediate:* Korean, *Beginner:* Spanish

Professional Skills: *Advanced:* Photoshop&Procreate, *Proficient:* Figma&Illustrator&After Effects, *Intermediate:* C4D&InDesign, *Utilized:* Premiere Pro, Microsoft Suites, Effective Communication, Leadership, Cross-Collaboration

Artistic Skills: Interactive Design, Character Design, Editorial Illustration, Motion Design, Riso Print

Interests: Brand Identity, Visual Storytelling, Retail Experience Design, Fashion & Gallery Curation

Industry Involvement: Assisted in New York Fashion Week, developed and executed personal branding portfolios

Hobbies: Karate, Horsing, Snowboard, Badminton