

Victor Ting

Designer & Content Creator
Graphic, Web & UIUX

Education

Parsons School of Design, The New School

BFA in Design & Technology, Class of 2029

2025.8-2029.5

Graphic Design 1

2023.7-2023.8

- 3 Credits awarded directly by college, achieved with 4.0 GPA and letter of recommendation

Work Experience

YangWaLe Education Technology (Shanghai) Co., Ltd.

UIUX Designer: Pando AI Educational Companion Toy 2025.5 - Present

- Designed end-to-end onboarding and interaction flows for the Pando AI companion, improving clarity and child engagement through iterative testing with 20+ parents and user observation sessions.
- Built a consistent cross-platform visual identity across the app and physical product by designing 30+ UI assets, iconography, and interaction visuals that reinforce trust and usability for early-age learners and families.
- Product Design:
 - Designed the product appearance and developed the overall visual identity of the AI companion toy, integrating form and emotional appeal to align with educational goals.
 - Created 50+ character cards and educational flashcards that extend the interactive experience between the physical product and learning content.
- Marketing & Visual Communication: Increased brand visibility by designing 30+ marketing and promotional posts across WeChat and RED, supporting launch communication and reaching 10,000+ total views.

Shanghai Rainbow Bridge International School

Chief Designer: HQIS 2024&2025 Summer Camp 2024.6 - 2025.8

- Designed branding assets (posters, banners, merchandise, and WeChat visuals) for the school's summer camp, reaching 2,000+ views.
- Ensured consistent visual quality and parent-facing communication by reviewing and refining teacher-submitted photos and videos.

Art Teacher 2022.7 - 2025.8

- Developed and taught the art curriculum for kindergarten students, conducting 185 clay classes and 40 dance sessions.
- Introduced new creative mediums for self-expression, fostering communication and creativity among young children.

Solar Camp Edu. Institute

UIUX Designer: Bright Day Journal (Product Initiator) 2022.5 - 2024.8

- Built and launched a digital parent-teacher communication platform adopted by 5 schools and 1200+ families, measured by active usage and retention, by designing UX flows, dashboard interfaces, and onboarding system.
- Reduced teacher workload (estimate 67% time saved per day) by designing efficient UI tools for class updates, photo organization, and parent messaging.

- Grew platform organically through UI-driven trust and clarity by designing visual system and content tone used across onboarding, tutorial guides, and school presentations.
- Produced 90+ student-learning videos to support platform engagement and usage, measured by 20K views / completion rate, by scripting, editing, and user-testing content.

Editor 2022.9 - 2024.8

- Delivered 100+ education articles and 60+ visual assets, improving parent learning resource engagement through content design and weekly publishing.

WeChat Live Streamer Assistant 2022.9 - 2024.6

- Supported 90+ livestreams, contributing to increased parent participation and program conversion by 1900%, by managing livestream creative and user flow support.

Practical Project

Morning Star Institute, co-organized by Department of Mathematics, University of California, Irvine

Assistant Volunteer & Designer: UCI 2025 AI Summer Camp 2024.12 - 2025.8

- Ensured smooth student experience and operational flow for 35 students by coordinating schedules, logistics, and parent communication.
- Introduced UX principles to early learners, measured by student integration of user-centered methods in projects, by teaching core ideas on interface clarity, user empathy, and interaction design.
- Designed program communication and branding assets used across recruitment and graduation, generating over 5,000 total views across digital platforms and building strong trust and clarity for parents and students.

Shanghai High School International Division

Chief Designer: SHSID 2024 TEDx Youth 2024.2 - 2024.6

- Delivered full event branding system (posters, merch, digital assets), improving attendee engagement and visual consistency through cross-team collaboration.
- Supported event storytelling and visual experience for 150 attendees by designing a cohesive visual identity aligned with TEDx standards.

On-campus Experience

Shanghai High School International Division

Founder & Organizer: Let's Dance Club (Dance tutoring) 2023.9 - 2025.8

- Organized dance education program for kindergarten students, measured by 80 sessions and 6 performances, by recruiting volunteers and maintaining teaching structure.
- Improved children's confidence and self-expression (teacher feedback) through fun movement-based curriculum.

Student Designer 2022.9 - 2025.6

- Led the visual direction and layout of the school yearbook, reaching a community of 1,000+ students and 200+ faculty across high school, and integrated major campus milestones into a cohesive visual narrative.
- Designed banners, installation art, and certificates for the annual sports meet, strengthening event identity and visibility across campus. Contributing to 2,000+ offline & 2,680+ online views.

Skills

Design:

- Adobe Creative Suite:
 - Illustrator, InDesign, Photoshop, Premiere Pro
- Figma

Modeling & Rendering

- Rhino 7, Keyshots

Office:

- Google Suite / Microsoft Suite