

ANGELA GAO

Hi, I am Angela Gao, a passionate graphic designer, a great storyteller, a real team player and a huge dog person. I have more than 5 years of experience in graphic design, feel free to reach out!

Education

Pratt Institute

MFA, Communications Design

Academy of fine arts of Rome Accademia di belle arti di Roma

BFA, Editorial Graphic Design

Portfolio link:

<https://angelagdesign.com/>

Experience

ICONA Design Group, Shanghai, China

In-house Graphic Designer February 2021-May 2022

Helped updated ICONA Group's overall presentation templates and in-house graphic materials;

Designed the visual guidelines, packaging solutions and brand position for German lingerie brand Dorina, which had already successfully launched in China. The gift box designed for Dorina attracted over 454k views on Chinese social media;

Designed, upgraded the visual guidelines for Chinese luggage brand 90GO;

Designed the overall graphic visual for ICONA presentation stand at CIIE Shanghai, 2021.

Hungry Panda, Toronto, Canada Graphic Designer (remote) March 2020-December 2020

Created promotional long posters, banners, pop-up ads, and other elements designed to entice customers;

Created visual elements for the app in social media websites (including YouTube, Instagram, WeChat) such as illustrations, posters, and advertisements;

Designed the email marketing layout for the app.

MovvEasy, New York, NY Thor Express(remote) May 2020-August 2020

Created visual elements for Thor Express, the company's international express line (FedEx collaboration) and related services, including logo and product/service illustration that are currently in use.

Other Experience

Pratt Institute (Part-time) Student Advisor September 2023-May 2024

Student advisor to the chairperson, curator;

Communicate with the department chairperson about student suggestions;

Propose event ideas, help with event organization;

In charge of exhibition curation, related visual materials design.

All Watched Over by Machines of Loving Grace (Exhibition design) May 2024

Curated, organized exhibition artworks and created posters, trifolds, artwork tags, and related social media contents for the show.

Skills

Adobe Illustrator	E-commerce campaign design
Adobe Photoshop	Market research
Figma	Brand Strategy
Adobe Indesign	Marketing design
Adobe Premiere	Slide design
Adobe After Effects	Mandarin
Final Cut	English
Wordpress	Italian
Cargo	
Wix	
Branding	
Illustration	

angelagaodesign@gmail.com

+16462579156