

Jiayue (Lesley) Wang

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Brand & Interaction Designer

A multidisciplinary designer who sees branding as a form of storytelling and system-building. I approach design through a process that balances logic and empathy—translating user experience into thoughtful systems of identity, typography, and interaction, where abstract ideas take shape as embodied visual experiences.

EDUCATION

2023 – 2025 Brooklyn · New York

Pratt Institute
MFA in Communications Design

2019 – 2023 Wuhan · China

HuBei University of Technology
BA in Visual Art and Design

SKILLS

Branding
Visual Communication
Typography
Book making
Conceptual Design
Creative writing
User experience research
Interaction Design
Project management
Team collaboration

SOFTWARE

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe AfterEffects
Procreate
Figma
Blender
TouchDesigner
P5.js

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EXPERIENCE

JAN. 2025 - MAY. 2025(Graduate Assistant)

Website Designer
Pratt Institute · New York.USA

- Conducted field research on toy-based educational products.
- Built the full project website with custom UI/UX and interactions.
- Integrated research, branding, and storytelling into an engaging public-facing platform.

Skills: Figma, Cargo, JavaScript, Adobe Illustrate

DEC. 2024 - MAY. 2025(Independent Project)

Thesis Project
Pratt Institute · New York.USA

- Conducted in-depth research using self as a case study to examine the psychological dimensions of personal belief systems.
- Developed the camera obscura metaphor into a conceptual and visual storytelling system through iterative writing and design, culminating in a full-length experimental thesis.
- Participated in two consecutive thesis exhibitions, assisting curation in the first year and leading installation and display design in the second.

FEB. 2022 - Present(Part-time)

Visual Designer
Hunan Kemeida Electric Co., LTD · Wuhan.China

- Developed the company's visual identity system, including logo, color palette, and culture materials.
- Created 3 industrial product packages based on user research.
- Designed 5+ presentation decks in collaboration with engineers.
- Prototyped three responsive mobile and web interfaces—translating UX flows into intuitive, user-centered UI designs.

Skills: Figma, Adobe Illustrate, Blender, Adobe Indesign

CO-CURRICULAR ACTIVITIES

Dec. 2023 – May. 2025

Print Lab Assistant
[Pratt Graduate Assistant-NY]

Provided technical and design support in Pratt's print studio, assisting students with book making, layout troubleshooting, ect.

FEB. 2024 – JAN. 2025

Illustrator & Motion Designer
[Pratt Graduate Assistant-NY]

Created animated visuals from a set of symbolic sketches to frame animation using Procreate & After Effects, contributing to a documentary project on Mayan culture led by professor Shuyi Cao.

SEPT. 2024 – DEC. 2024

Teaching Assistant
[Pratt Graduate Assistant-NY]

Supported professor Scott Menchin's undergraduate course by mentoring students on interactive project development.

JUL. 2022 – SEPT. 2022

RCA Online Program
[Team Leader·Wuhan]

Directed a 7-member team across product, interaction, and graphic design to deliver a critical design project, overseeing the development of a cohesive visual identity system.

JUN. 2021 – AUG. 2021

Han Embroidery Digitization Designer
[Team Leader·Wuhan]

Led the digitization of 50+ traditional Han embroidery patterns; work was selected for the National University Design Milan Week.