

Elvis Yi-Hsuan Yang

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QUALIFICATIONS PROFILE

Highly creative and multitalented Designer with 5 years of hands-on practical experience analyzing visual needs, providing successful design solutions, and executing projects to completion. Dedicated to adherence of visual integrity of client and organization needs and standards. Proficient working across a variety of platforms, and with cohesive media reaching large-scale public audiences.

AREA OF EXPERTISE

- Research & Data Analysis
- Digital UI Design
- Wireframing
- Graphic Design
- Branding & Visual Identity
- Print Media
- Product Design Development
- 3D Modeling
- Prototyping
- Sketch
- Rendering
- Video&Editing
- Strategic Business Planning
- Marketing & Advertising
- Relationship Maintenance
- Social Media Presence
- Networking & Sponsorship
- Large-Scale Signage

PROFESSIONAL EXPERIENCE

Multiple Companies, Taipei, Taiwan. Jun 2017 – Now

Freelance Business Strategy and Design

Partnered with potential customers to assist and consult on design solutions for their visual opportunities. Analyzed market trends and current situations to provide the most successful options. Generated business strategies, and created cohesive branding identities and design pieces to obtain short- and long-term goals.

- Partnered with client from initial business startup to analyze and provide marketing solutions in line with projected goals including the creation of branding identity, profit model direction, and operation of media platforms.

Motif Art Management, Taipei, Taiwan. Jun 2014 – Sep 2014

Design Intern

Led the re-design of the exhibition's visual brand identity, producing cohesive media materials in-line with the new standards including banners, posters for 10 unique activities, brochures, and more.

- Designed comprehensive visual materials reaching an audience of 40K visitors within four days.
- Created and produced 250 company annual brochures.
- Raised awareness growth rate by 400% with distribution of designed poster.

Yodex Young Designer Exhibition, Taipei, Taiwan. Jun 2017 – Sep 2018

Chief Director of Planning & Public Association

Managed branding standards, planning of activities, and adherence to style standards. Sought out and built partnerships with potential sponsors, maintained communication and maintained relationships. Negotiated school participation and cooperation with the event. Directed film for advertising purposes and public media relations, creating top-tier marketing materials and content that reached thousands of potential visitors.

- Directed visual needs for an exhibition catering to 200 schools and reaching an audience of 90K+ visitors.
- Oversaw social media presence of the event which reached 50K+ views.
- Attained 3K+ thumbs up likes for the media homepage.

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Give Me Four Minutes, Taipei, Taiwan Jun 2016 – May 2017

Coordinator of Planning Association

Controlled the organization of activities planning and scheduling as well as the visual branding needs. Oversaw graphic design media for all events and activates, keeping within organizational standards. Directed film for advertising purposes, and created marketing materials for increased public awareness and participation.

- Collaborated to produce four advertising films with an audience viewership reaching 60K+ views.
- Oversaw advertising activities interacting with 500+ consumers.

Analepsis Design, Taipei, Taiwan. Jun 2014 – Jan 2015

Assistant Researcher

Independently controlled data collection and analysis as a sole researcher for an internship. Intensively sought out statistics and information in regards to product development using an analepsis narrative to connect emotionally with consumers

- Collaborated in production of eight products corresponding to the analepsis narrative user experience.
- Boosted statistics of analepsis narrative paper.

EXHIBITIONS

"G.g Laufrad", 2017

Yodex Young Designer Exhibition, Taipei, Taiwan
www.elvisyangdesign.com/quaeter

"Guardians", Semi-Finalist Award, 2018

Corning Future Innovator Competition, Taipei, Taiwan
www.elvisyangdesign.com/guardians

"As Pillar As Minutes", Campus Top Three, 2016

Lin's Ceramic Studio Competition, Taipei, Taiwan
www.elvisyangdesign.com/as-pillar-as-minutes

ADDITIONAL EXPERIENCE

"You Wish, I Make", 2015

Event Coordinator

Campus Second Hand Market, 2015

Vice Coordinator

Administrative of Public Relation, 2014

Over Moment Exhibition

TECHNICAL PROFICIENCIES

Platform: Windows 7/10, Macintosh OS X / 9

- Photoshop
- Illustrator
- Indesign
- Lightroom
- Premiere
- Alias
- Rhino
- Fushion 360
- Keyshot
- Rendering
- Microsoft Office Suite
- Keynote
- Sketch

EDUCATION

Masters of Fine Arts in Products of Design, 2020

School of Visual Arts, New York, New York

Bachelor of Arts in Industrial Design, 2017

Tatung University, Taipei, Taiwan

LANGUAGE

English (Fluent)

Chinese (Native Speaker)

Japanese (Basic)