



Mavis Yue Cao

Creative Direction / Design Strategy / UX

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Pasadena, CA

INDUSTRY KNOWLEDGE

Visual Communication
User Experience
Wireframing
Storyboarding
Prototyping
Design Research
Storytelling
Video Production
Social Media Marketing
Brand Strategy
Content Strategy

TOOLS

Figma, Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects, XD, Lightroom), HTML, CSS, jQuery, Unity, Cinema 4D, Keynote, Google Slides, Miro, Procreate

LANGUAGE

Mandarin (native)
English (fluent)

EDUCATION

ArtCenter College of Design Anticipated April 2022, Pasadena, CA

Master of Fine Arts in Media Design Practices
Scholarship Recipient (2019, 2020) GPA: 3.9

Dalian University of Technology July 2019, Dalian, China

Bachelor of Arts in Radio & Television Broadcasting
Scholarship Recipient (2016)

Shih Hsin University February - June 2017, Taipei, Taiwan

Exchange Student in Public Relations and Advertising

EXPERIENCE

Design Strategist September - December 2020 - Remote

Fiat Chrysler Automobiles [Sponsored] × ArtCenter College of Design

- Speculate the future transportation and arrived at a concise brand strategy that met the stakeholders' needs.
- Led the vision. Helped to set ideating direction from macro to micro, and smoothed the remote collaboration.
- Created the brand strategy that converged all team member's inputs and reflects the learnings from research.
- Composed the brand story, including user persona creation and story scripts.
- Created the video using assets that my teammates created and linked the assets together using illustration and animation.
- Shaped the brand aesthetic, video tone, and visual language.
- Created professional presentation templates every week according to our contents and earned recognition from instructors. We created over 600 pages of slides in total.



Student Leader and Creative Intern 2015 - 2019, Dalian, China
Dalian University of Technology TV Station

- Led the creative team to produce content for university's press and social media. Collaborated with advisors and teams on creative projects that directly led to follower increase.
- Wrote copy for various mediums with different tones, including journals, website, social media, video script, etc.
- Coached new members for two years in video production process, video editing software, and creative storytelling.

RECOGNITION

ArtCenter Hackathon: Pandemic Response Design Challenge
2nd place, May 2020 - Pasadena, CA

Best Copywriter of the Year, DUTTV
June 2018 - Dalian, China

National Undergrads Short Video Competition
Bronze - April 2018 - Beijing, China

Times Young Creative Awards
Finalist - June 2017 - Taipei, Taiwan

National Undergrads Tuberculosis Awareness Video Competition
Best Popular Science - June 2016 - Beijing, China