

KELSI YUAN

415 216 8639
kelsiyuan124@gmail.com
jingwu-yuan.com

SKILLS

Brand Identity
Editorial Design
UI/UX Design
Typography
Motion Design
Publications
Illustration
Art Direction
Digital Campaign

SOFTWARE

InDesign
Photoshop
Illustrator
Figma
After Effects
Lightroom
Adobe XD
Microsoft Office
Sketch
InVision
Adobe Audition
Keynote

LANGUAGES

English (Fluent)
Mandarin (Native)

HOBBIES

Marathone Running
Photography
Ping Pong
Cooking
Traveling

SUMMARY

Seasoned Graphic Designer with over five years of experience, specializing in creating compelling visual narratives across a broad spectrum of media including branding materials, digital graphics, UI/UX design, and print collaterals. Proven track record of leading significant marketing campaigns with widespread impact and millions of views through strategic use of social media, print ads, and digital marketing. Expert in developing integrated design solutions that enhance client messaging, increase brand visibility, and improve user engagement. Skilled collaborator, adept at working with cross-functional teams to deliver projects that meet complex client needs in diverse industries such as energy services, retail, and automotive. Deep commitment to innovative design practices, consistently pushing creative boundaries, loves a good murder mystery documentary.

EXPERIENCE

Essense Partners Inc, Graphic Designer Full Time, New York, NY | March. 2019—Present

- Collaborated with strategists, art directors, and development teams to align design solutions ranging from print, digital, video and illustration for clients across energy services, private equity, education, manufacturing and infrastructure industries.
- Led the NYSERDA Offshore Wind Campaign, creating a comprehensive visual strategy that included social media ads, Google ads, and billboard displays ads across NYC, significantly enhancing community engagement.
- Spearheaded the Advanced Energy Conference 2022 campaign, achieving millions of views and substantial impact in the clean energy sector through strategic digital and print media campaigns.
- Initiated and developed project concepts ranging from Figma design systems, user flow prototypes, PowerPoint presentations, typography packages and more starting from sketches and refining in collaboration with art directors.
- Innovated and created a diverse spectrum of design solutions with InDesign, Illustrator and Photoshop to increase brand awareness and drive sales for client content.
- Managed Southern Company Touchscreen Design, producing digital touchscreen designs that have been instrumental in sustaining client relations and business growth.
- Directed major redesigns for Willdan, including landing page and social media optimizations that markedly improved click-through and conversion rates.
- Managed and prepared design files for printing, while handling vendor relations for final delivery.

KELSI YUAN

415 216 8639
kelsiyuan124@gmail.com
jingwu-yuan.com

ACTIVITIES AND VOLUNTEERING

AIGA San Francisco, Eames Exhibit + Design Talk with Fort Point Volunteer | Feb, 2019

Excited to volunteer for Design Talk with Fort Point's team! Join us as we delve into topics like being design-driven, expanding craft beer appeal, and the role of place in Fort Point's design ethos. Featuring Creative Director Dina Dobkin and Co-Founder Justin Catalana

AIGA San Francisco, Eames Exhibit + Design Talk with Fort Point Volunteer | Jan, 2019

Joined an AIGA-sponsored meeting with the Salesforce design team, offering valuable UX insights. Network with designers worldwide, gain career advice and have portfolios reviewed by design/recruitment experts. Special guest speakers are included. Dinner provided.

Hunter & Hund CO, Freelance Visual Designer, San Francisco, CA | July. 2018 – Sep. 2018

- Designed a company booklet that visually conveys the ethos of an Australian-based pet supply store, from initial sketches to final presentation.
- Curated a collection of applications, images, and resources, integrating stakeholder feedback into the design process for optimal results.

Doggma | Jan. 2018 – Apr. 2018

- Partnered with stakeholders to develop logo concepts and visual identity systems aligned with company vision.
- Summarized and presented the work process and final logo design

Tyler Walker | Sep. 2017 – Nov. 2017

- Developed a personal brand system, designed a personal website, and contributed to a Japanese learning platform, significantly aiding in the professional advancement of the business partner.

Trendline Motorsports | May. 2017 – Sept. 2017

- Coordinated with company owners to design a logo that embodies the spirit of the privately owned automotive parts company, supported by curated resources and initial sketches.
- Presented the final logo design and process in a detailed presentation, contributing to increased brand awareness and market presence.

Barcelino co, Visual Design Internship | May. 2018 – Sep. 2018

- Played a pivotal role in steering various promotional projects, including an internal brand system, a series of seasonal brochures, light boxes, posters, and staff business cards.

EDUCATION

Master of Arts Graphic Design | December 2018

Academy of Art University, San Francisco, CA, USA

Bachelor of Arts Graphic Design | September 2016

Xi'an Jiaotong University, Xi'an, Shanxi Province, China