

JINGYUN XIAO

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EDUCATION

Pennsylvania State University | University Park

Aug 2021 - May 2025

Bachelor of Design in Graphic Design

- **GPA 3.96/4.00 | Rank 1st | Dean's List (8 consecutive semesters)**
- Coursework: Principles & Applications of Graphic Design, Product Design, Photography, UI/UX, Typography, Animation & Motion Design, Creative Design Thinking, Communication and System Design

MAIN SKILLS

- Skills: Brand Design & Strategy, Data Analysis & Visualization, Product Design, UI/UX Design, Animation & Motion Design, Illustration, Typography, Photography
- Softwares: Adobe Creative Suite, Microsoft 365 (Office), Figma, Glyphs, Procreate, Blender, TouchDesigner

PROFESSIONAL EXPERIENCE

Nanshan Artisans Studio

China, Shenzhen

Remote Graphic Designer

May - Aug 2022 & May - Jul 2024

- Upgrade brand visuals and optimize logo & other visual elements
- Participate in studio competition design projects, conduct font and grid system development

SLDIC International

China, Shenzhen

Graphic Designer | Branding Team

May 2023 - Jul 2023

- Create color palette for multiple scenarios, upgrade the company website UI, refine the brand identity
- Participate in online promote and design holiday-related posters

Goose Motors LLC

US, PA

Graphic Design Intern | Marketing Team

Jun 2025 - Feb 2026

- Responsible for marketing and brand promotion, optimizing logos, websites, and brand systems, and assisting in the design of promotional advertisements and posters

PROJECT EXPERIENCE

The Evanisko Project - Meeting Point

State College, PA

Graphic Designer & Illustrator

Jan 2024 - Mar 2024

- Designed an interactive installation in the campus library under the theme of "connection", promoting cultural diversity communication and strengthen the connection between students and the campus community
- Design illustrations sets and promotional posters, established a signature hand-drawn typographic style
- Received **2025 Graphis New Talent Honorable Mention**

Warren County Re-Brand

Warren & State College, PA

Graphic Designer & Illustrator

Feb 2024 - Apr 2024

- Develop a new brand identity for Warren County, including branding book, illustrations, and related merchandise
- Conduct on-site research in Warren County and Warren City, actively communicate with local committees
- Received **2025 Graphis New Talent Honorable Mention**

Senior Showcase - Point of View & Impact

State College, PA

Graphic Designer | Digital Marketing Team & Motion Team

Aug 2024 - Nov 2024

- Design digital promotional materials and motion effect, including email campaigns and weekly information reports
- Collaborate with brand strategy team on logo and visual system development

OTHER SKILLS

- Languages: Chinese (native), English (business), Japanese (conversational)