

Jingyun Xiao

CONTACT

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<https://www.jingyunxiao.com>

EDUCATION

Pennsylvania State University, UP
College of Art and Architecture

BDES - Graphic Design
GPA 3.94/4.00

Dean's List | Fall 2021 to Fall 2024

MAIN SKILLS

Brand Design & Strategy
Data Analysis & Visualization
Art Direction
Product Design
UI/UX Design
Animation & Motion Design
Illustration
Typography
Photography

MAIN SOFTWARE

Adobe Creative Suite
Microsoft 365 (Office)
Figma
Glyphs
Procreate

OTHER SKILLS & INTERESTS

Script design
Video editing
Text creation & editing
Chinese-English translation

REFERENCE

Taylor Shipton

tms5677@psu.edu

INVOLVEMENTS & EXPERIENCES

Nanshan Artisans Studio

MAY 2022 - AUG 2022

Remote Graphic Designer

- Organize and redesign visual system design (including logos and other visual elements)
- Participate in studio competition design projects, conduct font research, and plan brand grids
- Reformat design documents and narrative text

SLDIC International

May 2023 - Jul 2023

Graphic Designer & Branding Team

- Redesign visual system and develop a new color scheme
- Redesign the company website and refine part of the brand identity
- Participate in the creation of holiday-related posters and online promotions

The Evanisko Project - Meeting Point

Jan 2024 - Mar 2024

Graphic Designer & Illustrator

- Create an interactive installation (experience) to highlight the connection between students and culture and the campus (library)
- Design illustrations of relevant pattern elements and establish a font style
- Based on the collection and analysis of supporting information (data), design relevant card elements and promotional posters

Warren County Re-Brand

Feb 2024 - Apr 2024

Graphic Designer & Illustrator

- Develop a new brand identity for Warren County and design a new visual system and iconic patterns according to the client's requirements
- Conduct on-site research in Warren County and Warren City, actively communicate with local committees
- Analyze and extract local cultural and architectural color, characteristics and other visual elements

Point of View Showcase Design

Aug 2024 - Nov 2024

Graphic Designer & Digital Marketing Team

- Design the online and email promotion and advertising required for a three-day offline exhibition
- Assist with overall exhibition branding (including logo design and color scheme)