

Rebecca
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Yang

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EXPERIENCE

Junior Graphic Designer | May 2023 - Present

Hilight Creative Studio Inc. | New York , NY

- Collaborate with the marketing team and assist the Art Director in achieving an authentic Japanese aesthetic by designing and developing menus, social media campaigns, window displays, and packaging for **over 30+ KYURAMEN franchise restaurants**.
- Led multiple design projects across branding, packaging, and promotional campaigns for diverse clients, including **TBAAR, MAIKO MATCHA, restaurants, home goods brands, and law firms**.

UX Design Intern | March 2023- September 2023

Yay Tour Inc. | New York , NY

- Conducted comprehensive user research, including surveys, A/B testing, and observational studies, to derive insights that guided app enhancements and improved user satisfaction.
- Collaborated with engineering teams to refine user-centric UI designs, **leading to improved user engagement and app performance**

Graphic Designer Contractor | July 2022 - April 2023

ATMOSIScience Inc. | New York , NY

- Created a design system for the marketing of the current product line, including brochures, posters, and a website, which significantly **improved sales and customer engagement**.
- Designed a comprehensive design language for the packaging of Humidi-Cure, which was adopted by the company and applied to all marketing materials and product packaging; it is **currently on display in NYC area stores**.

UX Design Intern | May 2022 - August 2022

GoWin Tech Co. | Hong Kong , China

- Designed and developed a website for T-Time Hong Kong (part of the Hong Kong China News Agency), handling wireframe creation, user research, and high-fidelity prototyping; **the website was successfully launched in August 2022**.
- Contributed to the development of a mobile app for Jober, supporting its design and functionality; **the app was launched on Google Play in June 2022**.

EDUCATION

Parsons School of Design | Aug 2019 - May 2023

Bachelor of Fine Arts in Industrial and Product Design

Minor: Fashion Communication

Relevant Courseworks: Human Factors, Models, Mockups and Prototype, Materials & Manufacturing Process, CD: Digital Product design, CD: Interaction design, etc.

SKILLS

2D

Figma
Photoshop
Illustrator
InDesign

3D

SolidWorks
Fusion 360
KeyShot
Rhino 3D

Visual

Video Editing
After Effect
Prototyping

Programing

Arduino
HTML/CSS
Python
JavaScrip

CERTIFICATE

Foundations of UX Design by Google | Coursera Certificate, Jun 2022

Python for Everyone by University of Michigan | Coursera Certificate, Feb 2024

LANGUAGE

ENGLISH FLUENT

CHINESE FLUENT