

ABOUT ME

This is **Yanfei Wang**, go by **Elfie**.
I am a creative problem solver specializing in visual communication and user-centered design. Proficient in Adobe Creative Suite, I have worked across multiple industries internationally, developing a strong portfolio of visually compelling designs for print, social media, user interaction and illustrations. My experiences span from concept development to final production, ensuring designs meet aesthetic standards and align with strategic marketing goals.

SKILLS

SOFTWARE

Graphic



Photoshop
Illustrator
InDesign
Canva

UX/UI



Figma
Sketch
XD
InVision

Motion



Principle
ProtoPie
After Effect

Video



Final Cut Pro
CapCut

Web



HTML/CSS
Framer/Wix/Unleash Media

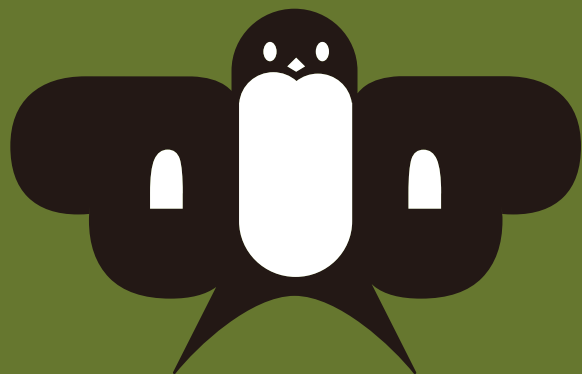
3D model



Blender

OTHER

Packaging Design
Vectors Illustration
User Journey Mapping
Wireframes
Prototypes
Mockups
Brand Strategy
Information Architecture
Collaborative Workspace (Miro), etc.



Elfie WANG

Product/UXUI Designer | Graphic Designer | Illustrator

yanfeiw.elfie@gmail.com | 813.943.4272 | Orlando, FL | Green Card Holder
Portfolio: <https://elfie.art> | LinkedIn: <https://linkedin.com/in/yanfeiw-elfie>

WORK EXPERIENCE

Houston, TX | Sep 2024 - Nov 2024

ELEVATE CREATION

Lead Graphic Designer (Intern)

- **Led the branding design** for a musical collective, developing cohesive visual identities and **promotional assets for social media**, increased audience engagement and brand recognition.
- **Conducted user research with 50+ users** on design trends, audience preferences, and competitor analysis, to inform design decisions and **marketing strategies**.
- **Provided guidance and support** to other graphic design interns, helping and contributing to a collaborative team environment.

Orlando, FL | Sep 2023 - Dec 2023

CAT 5 STUDIOS

Graphic & Web Designer (Intern)

- **Optimized and maintained websites** for frontier tech profit and nonprofit organizations, improved user experience and web performance.
- **Developed user-centered solutions** with graphics and layout for the website, branded content, typography, iconography, logo design and style guide, made a positive impact on **brand identity**.
- Developed production mindset to **deliver websites and other designs timely**, in collaboration with **cross-functional teams** (product manager and developers), led to a 20% increase in sponsorships and donations.

Orlando, FL | Sep 2022 - Present

FREELANCE

Graphic Designer & Illustrator

- **Designed anime merchandises**, overseeing the **end-to-end process from concept illustration to print production**, in collaboration with sales agent, achieving timely delivery and 100% customer satisfaction.
- **Utilized industry-standard software** such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create **high-quality book designs**, with advanced proofreading and organic **illustration skills**, incorporating the latest design trends to enhance visual storytelling.
- **Managed imagery production**, streamlining communication between client and print vendors, increasing book sales gross margin by 13%.

EDUCATION

Orlando, FL, USA | Completed: May 2024

VALENCIA COLLEGE

Associate Of Science - Graphic & Interactive Design

Shanghai, CN | Completed

**UNIVERSITY OF SHANGHAI
FOR SCIENCE & TECHNOLOGY**

Bachelor Of Arts - Advertising

CERTIFICATE

Orlando, FL | Dec 2020

VALENCIA COLLEGE

Interactive Design Support + Production

AWARD

Orlando, FL | Aug 2023

FLORIDA GRAPHICS ALLIANCE

Florida Print Awards - Best of Category

Orlando, FL | 2019 - 2022

VALENCIA COLLEGE

President's Honor List (GPA 3.75-4) - 4 semesters

Dean's Honor List (GPA 3.5-3.74) - 2 semesters