

Sally Yang

sally-yang.com
linkedin.com/in/sally09
+44 (0)7399 151467
seolhee.space.yang@gmail.com

EDUCATION

Central Saint Martins University of the Arts London

Master of Arts / Major in Graphic Communication Design Distinction

London, UK / Sep 2019 – Jun 2021

Sungshin Women's University

Bachelor of Arts / Major in Digital Media and Convergence Design GPA: 3.95/4.5

Seoul, Korea / Mar 2009 – Feb 2014

WORK EXPERIENCES

Senior Designer

Expedia Group / Brand Design Team at Global Creative Department

London, UK / May 2024 – Present

Senior Creative Designer

Snap Inc. (Snapchat) / Brand Design Studio at Creative & Marketing Team

London, UK / Aug 2021 – Present

Brand Design Strategy, Visual Storytelling, Brand Activation

- Developed brand design strategies for B2B/B2C projects across a wide range of verticals and disciplines in the EMEA and MENA regions; conceptualised impactful narratives, brand principles, and art direction across diverse mediums
- Elevated cultural creativity, tailored the elements to each project, localised designs according to each country, and ensured that visual storytelling aligned with business objectives for target audiences across the EMEA market
- Collaborated with marketers, producers, design agencies, and cross-functional teams spanning various digital and print creative mediums, including out-of-home (OOH), paid, and earned digital media for delivery of high-quality work

Systematic Design Solution, Campaign Design, Creative Direction

- Implemented a standardised design system for a global campaign to reduce micro-mistakes and enhance efficiency and productivity; executed multiple creative assets for localising the campaign through a fast iteration design process
- Led pre-design preparations and managed the mass production process for campaigns; integrated a new visual mechanic employing a flexible grid, motion, & 3D illustration for brand engagement during key cultural events in EMEA region
- Established the brand principles and creative direction for Snap offices to deliver high-quality spatial experiences and enhance brand consistency across global offices; implemented wayfinding strategies and curated experiential elements, including a color system, iconography, wayfinding, and signage design

Key Project Highlights & Achievements

- TASAWAR (AR Fashion Augmented Exhibition) – Ministry of Culture, Kingdom of Saudi Arabia (KSA): 100% Positive Sentiment, 21M reach from the creators' visit, 800+ Attendees, Massive press coverage with an earned media value of US\$13M, and US\$44M in revenue influenced by 56 brands, a reach of 12M people
- La Grille De Rentree Event – B2B Brand Event in France: 200+ attendees, 100+ on-demand viewers of the full conference, 100+ attendees from Multiscreen Teams, 40+ pieces of PR coverage, 14% of the total revenue for FR in Q4 (7% in Q2)
- Open Your Snapchat Campaign – Global Campaign in France, Australia, Germany, Netherlands, Sweden, Norway: selected as a Creative Publication in the Top 10 Digital and Social Campaigns in the MENA region in 2021
- Vogue x Snapchat Event – AR Fashion Exhibition in collaboration with 6 luxury brands (Stella McCartney, Versace, Dior, Kenneth Ize, Thebe Magugu, Richard Quinn): 1.1M booked/attained impressions through digital OOH, 17K+ visitors, 14M paid media impressions, 470M earned media impressions, 1M impressions from the on-site AR Room

UI & Motion Designer / Product Designer

Samsung Electronics / UX Department / Creative Lab

Seoul, Korea / Jan 2014 – Dec 2019

TV & Web UI, Motion and Interaction Design, Visual Design System

- Led the web design principles for hotel management solutions catering to B2B customers, overseeing the creation of a pixel-perfect UI system and standardising design components to enhance user experiences
- Enhanced screen transitions and visual design for the 2017 QLED TV; improved the source change animation, introduced dramatic transition effects and visual backgrounds to provide an end-to-end process experience and emotional quality
- Initiated and finalised the patent application for an innovative interaction concept employing a remote control; engineered user-centric motion navigation for the Samsung TV app store, introducing a novel feature for the 2017 TV

UI & Interaction Design, Conceptual Design, Design Research, Pilot Design

- Led the preliminary design for the development of the Mirror Display product, experiencing a 360-degree approach via design concept research, ideation, prototyping, user journey, UI/interaction design, and conceptual video production
- Developed high-fidelity mirror display design concepts, including defining a hardware form factor and the design of motion and UI elements to commercialise a new product that integrates augmented smart services into a home mirror
- Defined motion and UI design as a distance-based interaction and filed the patent application; proposed a design that changes in response to the distance between a user and a device while collaborating with multiple executives, including designers, hardware and software professionals, and planners

Art Direction, Video Production, Project Management

- Directed 'Welcome Video' scenarios and established visual and motion concepts and art direction for the videos, delivering a wow effect to users and emphasizing the luxurious concept of the 2017 TV
- Collaborated with internal and external cross-functional stakeholders, including developers, QA, and design/video production agencies, to implement high-quality design assets within limited hardware specifications

Key Project Highlights & Achievement

- Creative Lab – Mirror Display: Successfully debuted at the 2015 Internationale Funkausstellung Berlin (IFA) and received 'The Creative Prize,' an internal award held annually within Samsung Electronics
- TV UX Design – 'Lumi': Incorporated developed features into various TV models, including the 2017 and 2018 QLED TVs, and applied to the global market and filed Patents for key features including (1) Source change transition animation & UI when user switches sources to a different set-up box, (2) Double navigation interaction, where the UI elements appearing on the TV screen align with users' directions on the TV remote control, (3) Bounce-back interaction where the content bounces in the opposite direction when a user reaches the last content page

INTERNSHIP EXPERIENCE

Graphic Designer Intern / World Vision / Jan 2012 - Dec 2012

- Supported visual design & illustration of 2012 calendar for International Women's Day; Detailed visual design for 'Right of Children Campaign' and incorporated entity visual identity across campaign

Creative Director / Freemed / Jan 2010 - Dec 2013

- Produced health care kit, created motion graphic & infographic poster about maternal health in Kenya, and lived with Maasai tribe for one month to conduct survey and training to promote maternal health; identified brand philosophy by designing brand logo, concept story and applied to posters, brochures and promotional videos

RECOGNITION

Award / The Creative Prize, Samsung Electronics (2015), Semi-Finalist of Illustration Part in ADAA (2013), Grand Prize in Korea CSR (Corporate Social Responsibility) Film Festival (2012)

Featured on Behance / 3D Arts (2020), Illustration & Digital Art Gallery (2021), Gif Category of Motion Graphic Gallery (2019), Graphic Design Gallery (2017 & 2018)

Publishing / Mail Me Art: Keep in Touch with Stylish of SANDU (2019), Brand Magazine issue 34: Kawaii Party (2018)

Exhibition / N&Q: Notes and Ques in Samwon Paper Gallery (2015)

Mentoring / Snap Design Academy (2022-2023), Samsung Design Mentoring Program (2015-2016), Art Communication Mentorship Program with SK Telecom (2009)

SKILL

Language / Korean (Native), English (Fluent)

Software / Figma, Adobe Creative Suite: Photoshop, Illustrator, After Effects, InDesign, Premiere Pro, Cinema 4D, Lottie, Midjourney

Design / Conceptual Thinking, Art Direction, Creative Direction, Visual Storytelling, Typography, Visual & Motion Design, Design System, UI design, Iconography, Illustration, 3D, Digital Design, Design Research, Experiential Design