

Rebecca Qianmu Yang

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EXPERIENCE

Junior Graphic Designer | May 2023 - Present Hilight Creative Studio Inc. | New York, NY

- Collaborated with the marketing team and assisted the Art Director in enhancing brand identity for 30+ KYURAMEN franchise restaurants, **resulting in higher customer engagement and a stronger visual presence.**
- Led branding, packaging, and promotional design projects for TBAAR, MAIKO MATCHA, and other brands, **contributing to increased brand recognition and customer retention.**
- Conducted competitive research and trend analysis, optimizing design strategies that **helped boost digital engagement and sales conversion rates for restaurant and e-commerce clients.**

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 drive insights that guided app enhancements and improved user satisfaction.
- Partnered with engineers and PMs to implement data-driven UX improvements, **which improved booking completion rates by 70%.**

Product Designer | July 2022 - April 2023 ATMOSIScience Inc. | New York, NY

- Designed the UI/UX of a product landing page and developed a comprehensive design system for packaging and digital marketing, ensuring brand consistency across platforms and increasing conversions and 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 now featured in NYC-area stores.**

UX Design Intern | May 2022 - August 2022 GoWin Tech Co. | Hong Kong

- 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 launched in August 2022.**
- Contributed to the development of a mobile app for Jober, supporting its design and functionality; **The app launched on Google Play.**

EDUCATION

Parsons School of Design | Aug 2019 - May 2023 Bachelor of Fine Arts in Product Design

Minor: Fashion Communication

Relevant Courseworks: Industrial Design, Interaction Design, Human Factors, Usability Testing, Digital Product Design, UX Research

SKILLS

Figma	Design Systems	Wireframing	Arduino
Photoshop	Responsive UI	Usability Testing	HTML/CSS
Illustrator	User Flows	A/B Testing	Python
InDesign	Interaction Design	Interviews	Motion Design
After Effect	Design	Personas	
Premiere Pro	Accessibility	Heuristic Evaluation	

CERTIFICATE& AWARDS

Gold & Sliver | Muse Design Awards: Cozy Lumen: Smart Sleep Clock Lamp

Gold on Professional Conceptual design-Wellness, Mar 2025

Sliver on Professional Conceptual design-Smart Home, Mar 2025

Sliver | Muse Design Awards: Mock.AI

Sliver on Professional Conceptual design- Service, Mar 2025

Sliver on Professional Conceptual design- Artificial Intelligence (AI), Mar 2025

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

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