

JASON YUAN
GRAPHIC & UI/UX DESIGNER

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References available upon request.

EDUCATION

Rhode Island School of Design
Providence, RI (06.17 - 06.20)

BFA Graphic Design

Northwestern University
Evanston, IL (09.14 - 06.17) Transfer

BA Theatre/Communications
Segal Design Certificate

LEADERSHIP

Adobe/Northwestern EPIC
Evanston, IL (11.16)

Workshop Leader, Intro to Illustrator

Taught a workshop on the basics of Adobe Illustrator CC in the context of brand identity design.

Treblemakers A Cappella
Evanston, IL (10.15 - 04.16)

Publicity Director

Designed advertisements for events. Spearheaded Asia Tour 2016 Catalyzer campaign; fundraised \$15,237 - 190% of original goal. Grew social media following by 170% through consistent engagement.

RECOGNITION

Creative Bloq
Online Article (05.17)

"5 Design Students
Making Waves in 2017"

EXPERIENCE

Independent Project
Startup Grind/Medium (02.17 - 05.17)

Apple Music UI/UX Case Study

Conducted qualitative user research and redesigned key interface elements of the Apple Music iOS App. Published an [online case study](#) that has generated over 300,000 impressions to date. Featured by [FastCoDesign](#), [Mic](#), and [TheNextWeb](#), amongst others.

Northwestern University
Evanston, IL (04.17 - 06.17)

Industrial Design Teaching Assistant

Assisted Brandon Williams in teaching Introduction to Industrial Design for BS Design students.

Sony Music Entertainment
New York, NY (06.16 - 08.16)

Graphic Design Intern

Designed album artwork, social media graphics, and merchandise for artists. Redesigned branding identity for Filtr; created UI assets and ads for Spotify. Created mock-ups and presentations for Arcade Creative Group clients. Prototyped interior design projects.

Visual China Group/Getty Images
Beijing, China (07.14 - 09.14)

Marketing Intern

Formulated marketing strategies for Hyundai and Yili Group. Design edmarketing strategy presentations. Led strategy meetings targeting China's Gen-X consumers.

SKILLS

Design
Storytelling
Animation
Prototyping
UX Research
Music Production
Photography
Sketching

Photoshop
Illustrator
InDesign
After Effects
Premiere
Logic Pro X
Sketch
Principle

Talking to strangers
Generating laughter

Making mistakes...
and learning from them