



## OBJECTIVE

Storytelling + Innovative Design: The Immersive Brand Experiences

## EDUCATION

University of Southern California  
Visual Communication  
MFA/Spring 2024

Academy of Art University  
Graphic Design & Digital Media  
BFA/Spring 2019

## ACHIEVEMENT

Clio 2024 Grand Award "The World Of Shogun" (Credit: Jr. Designer)  
Clio 2024 Grand Award "Shogun, Power" (Credit: Jr. Designer)  
Adobe Creative Jam 2018: 3rd Place Winner (Team 11: Pillar)  
Adobe Creative Jam 2019 (AELs): 3rd Place Winner (Team 3: Glimmer)

## EXPERIENCE

Freelance Designer

Dec 2021 – Present / Los Angeles

ByteDance: Capcut Team, Motion Design – Ongoing

Shakawear: LA-Based urban streetwear, Graphic Design – 9 months;

Tencent: "City Branding Project" City IPs integrating culture and tourism, Branding & Presentation – 3 months;

Motion Design Intern

The Walt Disney Company / FX Network

January 2023 – March 2024 / Los Angeles

Worked alongside the award-winning Design team at FX Networks, a division of Disney, to create engaging marketing materials for Emmy-winning series such as "Shōgun," "American Horror Story," and "Alien." Contribute to conceptual art, visual design, style frames, creative research, and motion graphics to support the team.

Digital Designer

pocket.watch

April 2021 – November 2021 / Los Angeles

Designed marketing materials, social media graphics, consumer products, and presentations for "Ryan's World", one of the world's biggest YouTube channels. Collaborated closely with the design team to create engaging visuals across various digital platforms, supporting the brand's storytelling. As a creative partner, PocketWatch helps build billion-dollar franchises in the family and kids sector.

Freelance Graphic Designer

Yibang

September 2019 – September 2020 / San Francisco

Created brand identity and conceptual ideas, providing visual research and graphics to support campaigns. Helps improve industrial prosperity in culture, tourism, and business for major cities.

Graphic Designer

WET Design

July 2019 – February 2020 / Los Angeles

Collaborated with team to bring WET's projects (Expo, Olympics, and The Dubai Fountain, etc) to life through award-winning experiential and event design. Assisted in creating graphic production layouts and concepts for consumer products at Dubai Expo 2020. Contributed to UI/UX design for web databases and applications, ensuring a cohesive and high-quality visual experience across all platforms.

## SKILLS

Photoshop, Illustrator, Indesign, After Effect, Figma, Cinema 4D  
Art Direction, Typography, Motion Design, UI/UX, Creative Writing

## AFFILIATIONS

President, AIGA USC

Hollywood Radio & Television Society 2024 Fellowship

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