

Yige Wang

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929-250-7182

EXPERTISE

Digital Product Design

Product Research, Service Design, Data Visualization, Wireframe and Prototyping, Interactive & Animated UI Components, Cross-platform Interactions

Graphic Design

Marketing Campaign, Illustrations, Infographics, Promotional Materials, Print Media, Motion Design, Packaging

Branding

Brand Materials, Content Strategy, Information Design, Copy Writing, Brand Voice & Tone, Visual Design Systems.

Tools

Design Thinking, Heuristic Evaluation, Adobe Creative Cloud, Digital Marketing Platforms, Social Media, Sketch, InVision, Zeplin, HTML5/CSS3/JS

EDUCATION

BFA Communication Design

Parsons The New School, NY, USA

DEC Graphic Design

Dawson College, Montreal, Canada

AWARDS

2017 Applied Art Magazine
Branding & Identity design award

2016 Applied Art Magazine
Packaging design award

As a multidisciplinary designer working with a wide range of disciplines such as promotional design, digital interaction, brand identity, print, and packaging design, Yige is proficient in conception, prototyping, proofing and execution of designs that aim to bring meaningful experiences. Collaborated with both designers and non-designers, Yige is a team player and a quick learner able to multi-task and grow quickly in a team environment.

EXPERIENCES

Digital Design Manager

Museum of Modern Art, New York, USA
Oct, 2018 – Present

Direct Report to creative director of MoMA Design Studio, designing and executing MoMA Retail's digital experience with marketing and creative teams

- Conduct design research for MoMA Design Store website, Membership programs, and Marketing Creative Strategies, etc.
- Collaborate with cross-functional teams to define an end-to-end design process
- Design & Transform MoMA's new brand-identity into UI components crossing all digital platforms
- Create & maintain customer communication channels on social and email platforms
- Consolidate MoMA Retail's Brand System with Visual, Voice and Interaction Design

Visual Designer & Design Researcher

Synoptic Office, New York, USA
Mar, 2017 – Oct, 2018

- Brand design for Ming Romantic™ typeface
- Design and Produce print materials for marketing campaigns
- Develop illustrations and other design assets on social media, and other channels
- Conduct Research for the digital Chinese typography archive project

Graphic & Motion Designer

DM ART, New York, USA
Oct, 2016 - Mar, 2017

- Implement concepts from brainstorm to storyboard and deliver with high quality design and production
- Design proofs of concept that enhance the digital experiences and empower storytelling through motion
- Involve within a range of digital projects including responsive websites, landing pages, performance marketing, and social media