XI Yang
UI & PRODUCT DESIGNER

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xiyangstudio.com

Education

- **2022-2024**   **Rochester Institute of Technology**
  Master of Fine Arts | Visual Communication Design
  RIT Master Scholarship

- **2018-2022**   **Rochester Institute of Technology**
  Bachelor of Fine Arts | Industrial Design |Minor:3d digital &Model Design
  RIT Trustee Scholarship

Experiences

- **2022-Present**   **Graduate Assistant**
  Rochester Institute of Technology
  - Provide training and support in visual communication best practices and software usage.
  - Explored AE and C4D integration for enhanced 3D animations.
  - Experimented with Chat GPT for intelligent AE scripting.
  - Studied VR content creation combining C4D and Unity's capabilities.

- **2022-Present**   **UX & Marketing Design**
  Rochester 100.Inc
  - Designed engaging email templates, achieving a 70% click-through rate.
  - Developed brand-consistent promotional videos.
  - Successfully launched my designed interfaces for both Amazon store and the company's website.
  - Crafted high-quality 3D product models showcasing features and aesthetics.
  - Created visually appealing posters for marketing campaigns.

- **2017-2023**   **Founder & Product Design**
  ETSY-Xpetshop
  - Crafted the brand's website from scratch.
  - Developed all promotional imagery and visuals.
  - Defined and established the Xpetshop brand identity.
  - Orchestrated online promotions and marketing campaigns.
  - Designed and oversaw the production of pet products, including cat toys.
  - Successfully launched the website, with sales exceeding 500+ items.

Skills

Soft Skill

Interaction design, Visual design, Motion design, Branding, Design system, Wireframing, 3D design, Data visualization, Hi-Fi prototyping, Responsive web design , Mobile APP design, User Research, A to B resting, User interview, User flow, Persona, Usability test, Questionnaire

Tools

Figma, Javascript, Miro, Adobe XD, Photoshop, Illustrator, InDesign, After Effect, Cinema 4D, MAYA, Z Brush, Midjourney, Stable Diffusion, Keyshot, Soildworks, Unreal Engine.