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YING PENG

VISUAL DESIGNER

EMPLOYMENT HISTORY

AUG 2022 - DEC 2023

Visual Designer, Resilience, Remote

- Collaborated with marketing team partners to align visual designs with marketing goals and brand strategy, resulting in a 25% increase in message consistency across campaigns.
- Designed captivating graphics for social media campaigns, contributing to a 30% growth in follower count and a 40% increase in user interactions.
- Facilitated effective feedback communication between stakeholders and the design team, resulting in a 15% reduction in project revision time.
- Managed multiple projects simultaneously and met tight deadlines, achieving a 95% on-time delivery rate for all design projects.

FEB 2019 - AUG 2022

Senior Visual Designer, Encoretech, Decatur, GA

- Collaborated with content managers, copywriters, and learning designers to create visually appealing assets for online education products.
- Demonstrated exceptional attention to detail and creative prowess to develop engaging image and video content.
- Ensured alignment with brand guidelines and consistently stayed informed about industry trends.

OCT 2018 - FEB 2019

Graphic Designer, HomeElectrical, Kennesaw, GA

- Designed visually captivating digital content, resulting in a notable 50% increase in website engagement.
- Collaborated with the social media team to create attention-grabbing motion graphics and animated GIFs.
- Led the redesign of the company's e-commerce website, rapidly iterating design concepts and delivering high-fidelity designs while providing support to engineers.

JUN 2018 - OCT 2018

Graphic Designer, World Services, Atlanta, GA

- Contributed to the creation of innovative and meticulously crafted motion graphics for highly successful social media campaigns.
- Applied expert knowledge of production techniques to create high-quality images that effectively communicated key messages.
- Designed print and digital sales and marketing campaigns to enhance brand visibility and drive customer engagement.

EDUCATION

SEP 2014 - AUG 2017

Master of Arts: Motion Media Design, Savannah College of Art And Design, Atlanta, GA

JUL 2010 - DEC 2013

Bachelor of Science: Media Arts & Sciences, Indiana University Purdue University Indianapolis, Indianapolis, IN

SKILLS

Motion graphic design

Video editing

Graphic design

Logo design

Logo animation

Wireframing

Prototyping

Storyboarding

3D design

User interface design

Landing page design

Typography

Visual composition

Brand identity

Illustration

Print design

Web design

TOOLS

Figma

Adobe Photoshop

Adobe After Effects

Adobe Premiere Pro

Adobe Audition

Adobe Illustrator

Adobe Captivate

Microsoft Word

Microsoft Powerpoint

Sketch

Camtasia

Cinema 4D

Hubspot