

XIAOLIN YUAN

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[EDUCATION]

MA Royal College of Art (RCA)

London, UK
2021—2023

Visual Communication
Graphic Design Programme

BFA Maryland Institute College of Art (MICA)

Baltimore, MD, US
2016—2020

Graphic Design Major
Art History Minor
Illustration Concentration
Summa Cum Laude 2020

[SKILLS]

Graphic Design:
Typography
Publication Design
Visual Identity

Supplementary:
3D Rendering
Motion Graphics
HTML 5/CSS

[SOFTWARE]

Adobe Suite (Indesign, Illustrator,
After Effects, Photoshop, etc.)
C4D
Microsoft Office
Mac OS

[LANGUAGE]

English
Mandarin
Korean (Topik 4 level)

[EXPERIENCE]

小红书 Xiaohongshu(RED)

Intern—Junior Designer—Senior Designer

08.2021—07.2020
Shanghai, China

Responsible for delivering visuals matching RED's brand values independently, including visuals for online events, IP merchandise packagings, office space guides, employee handbook etc; Collaborated in a number of major projects, such as the first and second issues of the magazine *About*, the RED 2021 Annual Conference, etc; Participated in the brainstorming phase for major projects, such as Dragon Boat Festival gift box design, Mid-Autumn Festival gift box design, etc, proposed creative ideas and visual research; Promoted from Junior Designer to Senior Designer within 8 months after joining the company.

The Center For Cultural Innovation

Freelance Designer

05.2020—09.2019
Baltimore, MD, US

Collaborated in designing print-ready book for publishing—*Business of Art, 3rd edition*. Set design regulations and layout rules; Proposed and communicated with the client on design concepts and progress in meetings.

J. Walter Thompson Shanghai (Now Wunderman Thompson Shanghai)

Art Intern

07.2019—05.2019
Shanghai, China

Assisted Group Head Designers with design assets, resizing, layout design, storyboard, and mood boards; Participated in the designing and shooting of promotion video and offline events for supporting Chinese Women's Football team in the 2018 Women's World Cup; In charge of making case study videos for several projects, and supervised the production process; Designed Double 11 advertising proposal for client and the execution designs followed; Assisted with designing the welcome package design for celebrating the unite of JWT and Wunderman in July.

Client: Sofy, Unicharm Co.

Shenzhen International Poster Festival

Designer

03.2018—02.2018
Baltimore, MD, US

As a member of the promotion team for SIPF, created design assets, such as posters, postcards, and stickers to distribute to the public for the purpose of promoting the event.