

Yunke Xiao

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EDUCATION

School of Visual Arts

New York, USA

Master of Professional Study, Branding

Sep 2018 - Jul 2019

- As designer and strategist, designed and pitched branding cases for Youtube, Peloton.
- Personal project #BrandingBlocks got recommended on branding publication Brand New.
- Relevant Coursework: *A Brand Called You*, Debbie Millman; *Unified Theory*, Scott Lerman; *Brand Failures*, Tosh Hall

Bachelor of Fine Arts, Design

Sep 2015 - May 2018

- GPA: 3.86 / 4.00, Honors: Dean's List
- As a visual designer, designed and pitched visual identity for Chengdu Bear Rescue Centre.
- Relevant Coursework: *Branding*, Dirk Kammerzell; *Packaging Design*, Louise Fili; *Visual Literacy*, Richard Wilde

PROFESSIONAL EXPERIENCE

Tezign Co., Ltd.

Shanghai, China

Creative Talents Management Intern

May 2018 - Sep 2018

- Tezign, a Series-B startup focused on providing a one-stop solution for the creation, management, generation, distribution, and construction of digital infrastructure of enterprise-level creative resources for the world's leading brands.
- Contacted 100+ top creatives and reviewed their portfolios. Through attending Alibaba's 2050 Forum, participating in Tezign's offline events, persuaded the creatives to join Tezign's network successfully.
- Designed visual identity and promotion materials for several of Tezign's small offline events. Attracted more potential users to the events and completed the quarterly user conversion rate on time.
- Helped companies from Global 500 including Unilever, Starbucks and etc., sought matched talents for specific creative needs. Provided suggestions to our sales team, ensured they collaborate with large corporate clients with good results.

LAVA Beijing Co., Ltd. (Dutch creative agency in Beijing)

Beijing, China

Design Intern

May 2017 - Aug 2017

- Designed multiple proposals for different cases in an international team, served clients including, but not limited to Bazaar, Supercell, Embassy of the Kingdom of the Netherlands, Embassy of Switzerland, Embassy of the Republic of France, The Goethe-Institut, Cheung Kong Graduate School of Business (CKGSB).
- As an intern, designed and won pitches for the following cases: Dutch Design in Beijing Design Week 2017 Visual Identity design; CKGSB Women in Leadership Forum 2017 Visual Identity design.
- Designed LAVA's promotion materials for Wechat channel

Gurudada Inc. (local hospitality startup)

New York, USA

Design Intern

Jan 2017 - Apr 2017

- Designed visual identity for the company, including logo, supporting graphics, and UI elements for web and app.

LEADERSHIP EXPERIENCE

Suitshow Co., Ltd. (startup in university)

Chengdu, China

Manager of Sales Department

Sep 2013 - Aug 2014

- Led the sales team and grown earning by 150% quarter on quarter.

Vice Manager of Marketing Department

Feb 2013 - Aug 2013

- Interviewed potential designers for the marketing department. Instructed and supervised new designers, through holding weekly design training and department meetings, assigned projects to suitable designers and scheduled reasonable deadlines, completed the company's orders on time.

MISCELLANEOUS

- **Skills:** Indesign, Photoshop, Illustrator, After Effects, Cinema 4D, Brand Audit, Brand Positioning, Naming, Customer Insights
- **Languages:** English (Fluent), Mandarin Chinese (Native)