

LIN YANG

• DESIGNER • ILLUSTRATOR • MARKETER • PHOTOGRAPHER

Philadelphia, PA • 646-338-3456 • Linyang.design@gmail.com • lin-creative-portfolio.com

RELEVANT EXPERIENCE

The Lahn Hospitality

Graphic Designer Specialist | Full-time | Jan 2022 to June 2024 | Mount Laurel, NJ

- Created graphic contents for the launch of a hospitality business and the introduction of a new dispensary line.
- Assisted in developing a holiday sales campaign that contributed to a 5% annual sales increase by creating diverse graphic media across multiple platforms, including merchandise such as t-shirts and bottles, as well as billboards and social media content. Multiple billboard designs were successfully displayed throughout the Northeast region, including Philadelphia and New Jersey.
- Coordinated the operations team during the filming of a variety TV show *The Real Housewives of New Jersey*, where I also took on a supporting role as needed. Additionally, I led and managed photography for large-scale events with over 300 guests, including corporate functions, grand openings for a dispensary and a hotel, as well as news interviews.

Graphic Design Freelancer

Graphic Designer | Part-time | June 2019 to Present | Philadelphia, PA

- Works with clients across industries including restaurant, manufacturing, education, and apparel to develop marketing strategies. Designed creative materials and established brand direction to effectively market each business.
- Developed cohesive and visually appealing branding for the restaurant industry, collaborating with owners to revamp brand elements such as logos, menus, and social media campaigns. Promote businesses across multiple channels, including physical menus, flyers, and digital platforms.
- Designed a logo for a client's new educational business, incorporating industry research and client-provided ideas and images, resulting in a final design that exceeded client expectations.

C.A.C China

Graphic & Package Designer Associate | Full-time | Feb 2021 to Jan 2022 | Maplewood, NJ

- Developed a wide range of marketing and advertising materials, such as annual catalogs, brochures, websites, logos, and signages.
- Developed product packaging such as master/inner boxes, bags, sleeves, hangtags, and stickers, ensuring alignment with the marketing team's desired theme and tone.
- Managed product photography and photo retouching for new product launches using Photoshop.

EDUCATION

Temple University, Philadelphia, PA

Klein College of Media and Communication

Bachelor of Arts in Advertising

Graduated: May 2020

SKILLS & SOFTWARE

Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Adobe Lightroom, Figma, Brand Identity, Wordpress, Website Design, HTML, Marketing, Package Design, Email Design, Social Media Design, Logo Design, Branding, Digital Advertising, Typography, Photography, Photo Retouch, Canva, Microsoft Office Suite.