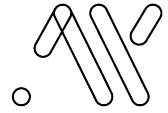


# Anna (Hsin Hua) Yang

Designer with expertise in Marketing and Communications



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## Experience

- Oct 2023 - Present**  
Costa Mesa, CA  
**Communications Intern**  
**Experian Inc.**  
Developed and executed effective internal communication strategies aligned with organizational goals and objectives. Researched and gathered insights for communications, fostering cross-functional collaboration.  
  
Produced clear, concise, and engaging content and assets for various internal communication channels, including videos, banners, emails, SharePoint designs, newsletters, high-level presentations, templates, meeting materials and more.
- Sep 2022 - Dec 2023**  
Los Angeles, CA  
**Art Director**  
**USC Annenberg Media**  
Delivered high-quality news graphics for a 30-minute local news broadcast under tight deadlines, completed more or less than 14 design requests on the day using Adobe suites and uploaded to Streamline, iNews on the corresponding segments.
- Nov 2021 - Sep 2022**  
Los Angeles, CA  
**Graphic Designer**  
**Better Up**  
Designed and animated educational materials for weekly lessons. Included creating a 15-second opening and closing sequences, and editable exercise sheets with Acrobat.  
  
Contributed to the rebranding process, assisting in enhancing teaching and learning experiences. Delivered interaction designs and illustration for an interface project.
- Jul 2021 - Jul 2022**  
Los Angeles, CA  
**Junior Designer**  
**Brand New School**  
Delivered designs for campaigns, pitching deck, storyboards, illustrations, UI/UX, social media posts, and styleframes for clients include Google, Andriod, Sephora, Disney, Dell, Apple TV+, Conoco, Meta, Leqvio, and more using Figma and Adobe Suites.

## Education

- Aug 2022 - May 2024**  
Los Angeles, CA  
**M.A. Public Relations and Advertising**  
**University of Southern California**  
GPA: 3.90
- Sep 2017 - Jun 2021**  
Savannah, GA  
**B.F.A. Motion Media Design, Graphic Design**  
**Savannah College of Art and Design**  
GPA: 4.0

## Skills

Figma  
Adobe Photoshop  
Adobe Illustrator  
Adobe Aftereffects

Branding and Marketing  
Storytelling  
B2B Designs  
PR and Communications