




Anna Yang

Visual Designer

 annayang.design

 hello@annayang.design

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Education

University of Southern California

Los Angeles, CA | Aug 2022 - May 2024

USC Annenberg | GPA: 3.90

M.A. Public Relations and Advertising

Savannah College of Art and Design

Savannah, GA | Sep 2017 - Jun 2021

B.F.A. Motion Media Design | GPA: 4.00

Minor: Graphic Design

Skills

Visual Design	Graphic Design
Creative Ideation	Storytelling
Identity & Branding	Digital, web & print
Marketing	PR and Communication

Software

Figma	Slack
Photoshop	After Effects
Procreate	Microsoft Suite
Illustrator	Google SEO

Achievements

Voyage LA Interview | 2022

AAF Augusta Advertising Awards Silver | 2021

Mellow Art Award Finalist | 2020

The Motion Awards Nominee | 2020

CoMotion 2020 Title Sequence is nominated for The Motion Awards for Student Group Project

The Rookies, Draft Selection | 2020

Promax BDA Competition Finalist | 2019

Promax Creating What's Next Competition Finalist for Key art and Poster category

Experiences

Experian

Intern | Costa Mesa, CA | Oct 2023 - Present

- Produced clear, concise, and engaging content for various internal communication channels, including emails, newsletters, presentations, Sharepoint, videos, meetings materials and other platforms.
- Developed and executed internal communication strategies aligned with organizational goals and objectives.

Annenberg Media Center

Art Director | Los Angeles, CA | Sep 2022 - December 2023

- Created the day's news graphics for a 30-minute local news broadcast in close collaboration with producers.
- Delivered high-quality work under tight deadlines, completed 14+ graphics requests on the day using Adobe suites and uploaded to iNews on the corresponded segments.

Brand New School

Jr. Designer | Los Angeles / Remote | Jul 2021 - Jul 2022

- Assisted and contributed to the pitching deck for Apple TV+, Conoco, Meta, Simon and more with quick turnaround.
- Delivered storyboards, illustrations, UI designs, and styleframes for clients include but not only: Google, Andriod, Sephora, Disney, Leqvio, Dell, and more.
- Worked closely with creative directors, producers, and designers. Produced visuals suitable across different social platforms via Figma and Adobe suites.

Loftwork Inc

Creative / Strategy Intern | Taipei, Taiwan | Jul 2020 - Sep 2020

- Assisted in developing strategic plan, connecting with local restaurants and influencers for the event. Led and coordinated volunteers for the 2-day event.
- Headed the social media account for an urban outdoor event, *Uncanny Sunday*, collaboratively crafted promotional materials including posters, flyers, 15sec videos, Instagram/Facebook posts, and more.
- Organized and assisted the VR/AR teaching program NewView School 2020.

Freelance

Designer | Remote | 2019 - Present

- Produced compelling, story-driven designs for various projects, adhering to brand guidelines and requirements. Resulted in successful outcomes for individual clients and professionals, including Conoco, Better Up, Snowday Studio, Black Math, and many others.
- Led diverse rebranding initiatives, overseeing brand audits, crafting comprehensive brand guidelines, and conceptualizing animated logos.