Ting Yang

CONTACT

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EXPERIENCES

2022 PRESENT **RESTAURANT ASSOCIATES** Marketing Manager
McLean, VA
- Establish branding and design systems for 30+ station, and design unit cafes' makeovers on Tysons and Wilmington campuses.
- Create graphics for social media campaigns and print collaterals for different week-long or month-long promotional events as well as pop-ups.
- Develop monthly marketing calendar and collaborate with unit cafe managers to ensure proper execution of intended initiatives from the marketing plans.
- Conducting photoshoots and filming to facilitate marketing promotions.
- Provide visual aids to better enhance the customer dining experience.
- Manage Marketing Support Associate in daily operations and tracking the performance.

2012 PRESENT Graphic Designer
O-Pass Tea House *Blacksburg, VA*:
- Successfully provided branding and social media marketing to boost sales and increase profits.
- Created both digital and print advertisements, such as promotional and seasonal ads for Facebook, table-top informative ads, poster ads, as well as loyalty cards.

Tai Mushroom Corp *Taiwan*:
- Designed stationery package.
- Designed trifold brochure to introduce White and Black Shimeji mushrooms to the public.
- Taken product photography and designed promotional recipe pages on the official website.

2019 2022 **CHIAO TAI HIGH SCHOOL** English Conversation Teacher
Taiwan
- Developing curriculum and designing courses with daily conversational textbooks for grade 7-10 students, plus incorporating PPT presentation projects using Google Slides to improve students' verbal skills and organizing abilities.
- Supplementing worksheets and digital assignments using websites such as iSLCollective, Quizlet, Quizizz, and Google Drive, while managing online classrooms for 10+ class each semester.
- Evaluating students' performance and providing guidance to improve their skills.

2010 2012 **RHYTHM AND HUES STUDIOS** Lighting Technical Director
El Segundo, CA
- Creating character lightings and technical troubleshooting, and collaborated with the compositing team for the render passes using linux-based in-house proprietary lighting tools for feature films: ***Hop*** *(2011)*, ***Alvin and the Chipmunks: Chipwrecked*** *(2011)*, ***Life of Pi*** *(2012)*.

2006 2007 **OUTREACH INFORMATION SERVICES** Graphic Designer
Virginia Tech, Blacksburg, VA
- Designed touch screen interface for the Bicentennial Tapestry Kiosk project displaying in ***Virginia Tech's Skelton Conference Center*** to introduce the history of the tapestry.
- Responsible for updating the graphics of ***Virginia Film Office*** and ***Virginia Port Authority*** website.

SKILLS

Photoshop
Illustrator
InDesign
Adobe XD
Figma
AfterEffects
Dreamweaver
Corel Painter
HTML
CSS
Maya

EDUCATION

Google UX Certificate
October, 2022

SAVANNAH COLLEGE OF ART AND DESIGN
MA in Animation

VIRGINIA TECH
BFA in Graphic Design
Magma Cum Laude

LANGUAGES

English
Chinese
Taiwanese