

YANCONG YIN

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Portfolio: <https://agathayin15.wixsite.com/mysite/projects>

SUMMARY

Highly self-motivated professional committed to pursuing a long-term career in digital design. Combined expertise in graphic design and front-end programming that follow through with projects from concept to completion. Outstanding problem-solving capabilities and ability to work with teams.

EDUCATION

The New School, New York

Master of Arts, Media Studies

GPA 3.92/4.0

Aug 2017 - Dec 2019

Selected Coursework

Graphic and Web Design, Interactive Design, UX Research, Data Analysis and Visualization

Communication University of China, Beijing

Bachelor of Arts, Dutch Language and Literature

GPA 3.34/4.0

July 2011 - July 2015

Minor: Journalism

July 2012 - July 2014

Selected Coursework

Dutch Linguistics, Politics, Economy and Culture of the Netherlands and Belgium

News Writing and Interview Skills, New Media Skills, Social Media Theory

EXPERIENCE

The Artists Forum, New York City

Graphic and Web Design intern

Sep 2019 - Dec 2019

- Analyze and amend website information structure. The new structure analysis and prototype sketch assists planning for the website innovation and future work allocation.
- Optimize website responsibility on mobile devices. Resolve the scale errors on small screens and redesign user experience on tablets and phones.
- Design and proofread all printings such as brochure and postcard for non-profit film festival.

51 Offer, Shanghai

Website Editor

July 2015 - Aug 2016

- Column planning including graphic design and content. This column served as the monthly special and it attracted extra 30% visits.
- Strategized content selection and editing according to customer behavior report which was based on Google Analytics data and social media feedback.
- Collaborated with other teams and supported for the website design.

Fabang Information, Shanghai

Social Media Intern

July 2014 - Sep 2014

- Analyzed social media content performance daily, and identified top performing and underperforming content.
- Media support. Edited videos and created graphic design according to content planning.

CUC Students' Association Union, Beijing

University Magazine Editor

Aug 2011 - May 2015

- Developed artwork and layout for magazine with Adobe Indesign and other tools.
- Read and edited content written by invited guest authors. Proofread and checked upon texts and images to avoid mistakes on printing.

VIPABC, Shanghai

Teaching Assistant

Sep 2016 - Aug 2017

- English Language tutoring and reading material revision.
- Assisted social media assistant with creating content about language learning

SELECTED ACADEMIC PROJECTS

Graphic design gallery: <https://agathayin15.wixsite.com/mysite/projects>

Some design projects including branding challenge and others

Forum-like web design: <http://www.livelanguage.com/yiny/index.html>

a clean and cozy forum-like website using JavaScript coding and JQuery to increase interactions

P5.js Data Visualization: <http://agathayin.henryhu.net/fake-news/index.html>

Fake news vs fact-checking data visualization. Use JavaScript for data mining and P5.js for visualization.

Javascript storytelling: choice tree: <http://agathayin.henryhu.net/LC/index.html>

Interactive website game made by JavaScript. Based on the existing game. Build a system to organize several stories into the choice tree and display the content according to interactions

Real-time clock without hands challenge: <http://agathayin.henryhu.net/clock/myCanvas/index.html>

Express time with imagination and no numbers and no clock hands. The project shows real time.

Bootstrap practice: Redesign website: <http://agathayin.henryhu.net/theartistsforum/index.htm>

Use Bootstrap to create new blog-like interface for a current website with better responsibility.

SKILLS

Graphic Design:

Adobe Photoshop	★★★★★
Adobe Illustrator	★★★★☆
Adobe InDesign	★★★★★
Adobe XD (prototype)	★★★★☆
Adobe Premiere (video)	★★★★☆
Figma	★★★★☆

Front-End Development:

HTML	★★★★★
CSS	★★★★★
JavaScript	★★★★☆
JQuery	★★★★☆
D3.js	★★★★☆
P5.js	★★★★★
Bootstrap	★★★★★

Back-End Development:

Node.js	★★★★☆
Wordpress	★★★★★

Others:

Bigquery	★★☆☆☆
Tableau	★★★★☆
MS Word	★★★★★
MS Excel	★★★★★
MS PowerPoint	★★★★★

Language:

Chinese (Mandarin)	★★★★★
English	★★★★☆
Dutch	★★☆☆☆