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## [DESIGNER]

# Yiyang (Lucy) Lu

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### [CONTACT]

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### [OBJECTIVE]

I am seeking a design position where I can contribute my creative skills and practical experience.

### [EDUCATION]

Academy of Art University

MA, School of Graphic Design and Digital Media

San Francisco, CA/2018

Beijing University of Technology

BA, Advertising

Beijing, China/2013

### [EXPERIENCE]

Harper's Bazaar China/Art Editor

Beijing, China/06.2015–08.2015

Worked in a 10-member group as a digital art editor.

Designed weekly banner ads for the public social media account "Bazaar Star".

Created online branding for events such as fashion week.

Designed related graphics for print ads and promotions.

SinoRail Kobo Advertising Media/Account Executive Intern

Beijing, China/06.2012–12.2012

Supported management and account management teams.

Ensured timely completion of projects.

Researched and analyzed client brand competitors.

Took part in brainstorming.

### [SKILLS]

Adobe Creative Suite/Sketch/Wix

### [AWARDS]

Optimization Award and Excellent Award

The *Times* 21<sup>st</sup> Annual Young Creative Awards

Beijing, China/2012

Excellent Award

The 4<sup>th</sup> Annual National Advertising Art Design Competition

For College Students, Beijing Area

Beijing, China / 2011

### [LANGUAGES]

English / Mandarin

### [REFERENCES]

Furnished upon request.