



I'm Yihsuan, a multidisciplinary designer with 12+ years of experience helping brands and platforms grow through thoughtful, user-centered design. Based in Montreal, I shape brand, web, and product experiences through clear systems, flexible workflows, and an evolving practice that now integrates AI-enhanced methods.

Brightbase | NY, USA | Remote

02/2025 – Present

Senior Designer

Led design execution for B2B tech and cybersecurity clients, shaping brand, web, and UI/UX systems in close collaboration with creative leads. Directed visual strategy that balanced structure with creativity, producing solutions rooted in usability, clarity, and long-term impact.

Storykind | Maine, USA | Remote

09/2018 – 02/2025

Senior Graphic Designer & Illustrator

Delivered brand, digital, and print design systems for technology and healthcare clients, translating complex requirements into clear and adaptable visuals. Contributed across all project phases, from early concept to execution, ensuring consistency, responsiveness, and logical design flow.

Storykind | Maine, USA | Remote

08/2013 – 09/2018

Graphic Designer & Illustrator

Partnered with creative directors on multi-format campaigns under tight timelines, supporting brand, digital, and web asset development while coordinating with design teams for cohesive output.

Paper Punk | California, USA

09/2012 – 02/2013

Freelance Graphic Designer

Designed and illustrated sustainable, paper-based toys that merged play with accessibility and visual storytelling.

Certification

Google UX Design Certificate

Completed in 04/2023

Education

Academy of Art University
California, USA

BFA in Graphic Design, 08/2012

Academy of Art University
California, USA

BFA in Traditional Illustration, 08/2009

Skill

- Design Strategy & Systems
- Branding & Visual Identity
- Graphic & Editorial Design
- UX / UI & Website Design
- Iconography & Illustration

Skill

- Figma
- Webflow
- Midjourney
- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop