

Yinan Chen

EXPERIENCE

Senior Visual / Digital Designer

Leibowitz Design Agency | Sep 2023 - ongoing

- Crafted brand identities, visual systems, user interfaces (web and mobile), and 2D / 3D motion graphics, videos tailored to clients in the financial services, investment funds, equity management, tech, health, and higher education sectors, such as *Spectrum*, *New York Life*, etc.

Digital Production Designer

Hero Digital LLC | July - Sep 2023

- Finalize functional prototype for a highly confidential project of a renowned international tech company, adhere to design standards, effectively meet requirements for pixel perfect design.
- Facilitate the handoff of designs to be implemented by Development and Engineering teams; participate in QA process for design iterations and problem-solving.

Founding UI / UX Designer

Changing Room Fashion Search Engine | Feb - Sep 2023

- Conducted user research and usability testing to design and iterate a sustainable fashion search B2C SaaS platform, including mobile and website for BETA release.
- Created user journey maps, information architecture, wireframes based on user insights.
- Developed functional high-level mockups & prototypes, work with engineers & PM.

Visual Creative Director of Art Entrepreneurial Initiative

STILLIFE ART INC (@stillife.stillife) | Jan 2022 - ongoing

- Co-founded and organized innovative art fairs & forums that aimed to establish a collaborative and commercial environment for young creatives in NYC.
- Established visual branding system & website for the organization and ongoing events.
- Created graphic / 3D / motion visuals and AR filters for social media & creative pitch decks.

Product Design Lead

STILLIFE ART Mobile Platform | Sep - Dec 2022

- Developed an online art community & e-commerce app based on user research insights.
- Managed and designed user flow, wireframes & low/high fidelity prototypes for testing.
- Designed UI system and MVP interfaces / flows of five functions for two user groups.

Visual Design Intern

Giant Spoon Full-service Agency | Jun - Aug 2022

- Collaborated with Creatives, Strategists, and Art Directors to work on creative ideation and concept pitches for *Amazon Prime*, *Savage X Fenty*, *Weedmaps*, *NBC*, etc.
- Worked on client-facing experiential, 2D/3D visual/motion designs & internal branding.

Visual Branding & Web Design & Creative Tech Freelancer

Fashion PR Agency *ELEVE* | Audio Art Platform *Octavate* | Aug 22 - Feb 24

- Designed visual branding system for *ELEVE*, including logos, fonts, & color palettes.
- Designed initial website UI, layout and user flow for both clients' e-commerce sites.
- Created computer-generated Web3 NFTs for *Octavate* to launch on blockchain platforms.

Assistant Creative Director

AIT Advertising Co., Ltd | Feb - May 2023

- Assisted creative ideation, spatial mockups, interface prototypes for *Piaggio Vespa Primavera*'s asian-pacific launching interactive installations, e.g. projection mapping & AR.

Design Team Lead - Dundu.n NYFW Showrooms | Dec 2022 - Feb 2024

- Led visual design team to establish the branding system for *Dundu.n* Fashion Consultancy.
- Created graphic & 3D motion, AR filters for social media, posters & interactive installations.

Parsons EOY Department Website Design Committee | Feb - May 2023

Roblox Digital Fashion Collab Designer & Prototyper | Feb - May 2023

IBM Quantum Design Jam - Metaverse Fashion Design | Oct 2022

I'm a **Digital Designer** with skills in **visual design** & **interactive design**, specializing in crafting intuitive & aesthetically pleasing user-centered digital experiences.

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EDUCATION

Parsons School of Design | The New School

Sep 2021 - May 2023

MFA: Design & Technology

GPA: 3.9

New York University | Steinhardt School of Culture, Education, & Human Development

Sep 2017 - May 2021

BFA: Studio Art

GPA: 3.8 *Cum laude*

Minor: Media, Culture, & Communication

Minor: Business of Entertainment, Media & Tech

TOOLS

Design: Figma, Sketch, Adobe CC (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Invision, Principle, Microsoft, Google, Miro, Prototipie.

Tech: Cinema 4D, Blender, TouchDesigner, SparkAR, HTML, CSS, JavaScript, ZBrush, Machine Learning.

Language: English & Mandarin (both fluent)

SKILLS

UX/UI Design, Web Design, UX Research, Journey Mapping, User Research, User Personas, Information Architecture, Wireframing, Prototyping, Usability Testing, Data Visualization, WCAG, Product Iteration

Visual Branding System, Visual Identity, Art Direction, Creative Pitch/Ideation, ARVR, 2D3D Motion, 3D Model

CERTIFICATE / AWARDS

MUSE Design Awards winner	2025
LICC London International Creative Competition	2025
Utopia International A'design 40x40 Exhibition	2024
Asia Design Week First Prize & Exhibition in China	2024
Canvas International Art Fair Exhibition in Venice	2024
OFFF Vienna Design Festival Group Exhibition	2024
IBM Quantum Design Jam Award / Exhibition	2022
Parsons AMT Moving Image Festival Screening	2023
Dribbble & Google UIUX Design Certificates	2022