YAYA YANGXIN CHENG
DESIGNER

WORK EXPERIENCES

Teaching Assistant - Motion Graphics
Aug 2024 - May 2025
University of Southern California

- Taught students motion graphics workflows using After Effects and TouchDesigner, guiding them in creating interactive visual experiences and generative animations.
- Led 2-hour English lectures on value, light, and shadow, covering key design concepts and processes for 30+ students.
- Supported DES 490: Special Topics, mentoring juniors and seniors on research-driven projects in collaboration with scientists.Organized a student exhibition.

UIUX Designer
Jul 2024 - Oct 2024
Social and Public Art Resource Center (LA)

- Contributed to the *Mural Memoirs* project, optimizing user flows and refining 10+ page designs, leading to a 25% improvement in user engagement.
- Designed the Mural Mapping System, enhancing UX and improving navigation, reducing user drop-off rates by 27.6%.

Interaction Designer
Jul 2022 - Nov 2022
Beijing WOMI Advertising Co.

- Provided design support for the department, improving UX workflows and research efficiency by 16.2%.
- Assisted in a study on how different prompts influence emotion, analyzing 300+ user responses to refine UX writing strategies.
- Developed UX structures and optimized navigation flow, contributing to a 15% increase in user engagement.

Design Intern of Fund Development
Apr 2022 - Jul 2022
New York University Shanghai

- Designed and iterated the 2022 report card for donors, improving clarity and engagement.
- Created the 2022 student profile and designed multiple webpages for the official NYU Shanghai website, enhancing user experience.
- Designed thank-you notes for individuals contributing to the fight against COVID-19, acknowledging their impact and support.

Design Assistant
Jun 2020 - Sep 2020
Beijing Pengtai Interactive Advertising Co.

- Collaborated with the lead designer to finalize website and storefront designs for PC and mobile platforms, improving site usability by 20%.
- Contributed to the 2020 summer promotional campaign for Scofield men's wear, working directly with the client to align designs with their vision and achieving a 13.8% increase in online sales.
- Designed key shop images including homepage, category pages, and detail pages, reflecting the brand's classic gentlemanly image and increasing user engagement by 15.8%.

PROJECTS EXPERIENCES

XR Visual Designer
Jan 2024 - Jul 2024
Mobile & Environmental Media Lab

- Digitized 100+ pages of Ivan Sutherland's 1980s documents for the XR Archive, ensuring accurate data extraction for Meta Quest 3's historical preservation.Designed responsive web layouts for NASA VIEWLab, improving VR research presentation.
- Developed XR Archive pages for Sutherland's VR head-mounted device and Utah Lab's VR equipment, refining UI/UX for historical documentation.
- Created AR environments and virtual stages, optimizing interaction for a VR experience.
- Designed the AWE 2024 project brochure and contributed to exhibition layout.

Event Visual Designer
Nov 2019 - Jan 2020
2019 FUJIFILM (China) Agent General Manager Conference

- Designed all visual materials for conferences, including event backdrops, seating charts, name cards, and badges.
- Managed the printing process, coordinating directly with printing facilities to ensure quality and accuracy.

CONTACT

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EDUCATION

University of Southern California
Aug 2023 - May 2025   GPA: 3.93 / 4.0
Master of Fine Arts (MFA) in Design
Graduate Certificate in Digital Media and Culture
Honor: *"Outstanding Graduate",*
Student Commencement Speaker

Shanghai University of Engineering Science
Sep 2018 - Jun 2022
Bachelor of Fine Arts (BFA) in Visual Communication

SOFTWARE

Adobe Creative Suite	Unreal Engine
Adobe Photoshop	Cinema 4D
Adobe Illustrator	Blender
After Effects	TouchDesigner
Premiere Pro	Arduino
Visual Studio Code	Figma
Processing / p5.js	Webflow
Sketch	Nomad
Procreate	Microsoft Office

SKILLS

Visual Communication	Research
Graphic Design	Collaboration
Mixed Reality	Storytelling
3D Modeling	Branding
Web Design	Game Design
UI Design	User Experience
HTML & CSS	Illustration
Installation	Animation
Motion Graphics	Video Editing
Font Design	Interaction Design
Photography	Worldbuilding

LANGUAGES

English ●●●●●

Mandarin ●●●●●

Shanghainese ●●●●○

Spanish ●●○○○