



# Yixiang Tong

GRAPHIC DESIGNER

- [linkedin.com/in/yx-t](https://www.linkedin.com/in/yx-t)
- [yx.tong.mfa@gmail.com](mailto:yx.tong.mfa@gmail.com)
- +86 13077337371
- [yixiang-tong.com](http://yixiang-tong.com)

## About Me

Bilingual Chinese designer with proven experience at a 5-star luxury resort in the Maldives. Skilled in Adobe Suite, 3D, and AI tools, with a focus on sales-driven marketing and social media. Eager to bring high-impact visuals to a luxury hospitality brand.

## EXPERIENCE

### Graphic Designer , Sun Siyam Resorts

06/2024 - Present | **Maldives**

- Drove annual sales from \$38M to \$42M (10%) by producing all resort marketing designs across print and digital platforms.
  - Delivered 100+ posters, 16 key brochures, factsheets, business plans and presentations, 40+ TV campaigns, and promotional assets including social media content and amenity packages.
  - Produced multilingual designs (English, Chinese, Russian) tailored to international holidays and markets.  
e.g. A Chinese New Year poster for the "Iru Full Day Excursion" generated \$20,000 in revenue within 30 days from Chinese guests.
  - Reinforced a consistent luxury design identity across all materials to enhance brand presence, customer engagement, and loyalty.
- Collaborated with all departments and the China Marketing team to execute targeted promotions that drove revenue growth.
  - Directed the photographer and content creator during photoshoots by leading visual research, managing shoot plans, and selecting final images for marketing use.
  - Supported the sales team in hosting 10+ FAM trips and influencers from China, providing translation and branding support to ensure a luxury guest experience and strengthen partnerships.

### Graphic Designer, Freelance

12/2022 - 05/2024 | **Lille, France**

- Completed 6 diverse projects across web design, social media content, and 3D visuals for clients in the UK, France, and China.
  - Rebranded a pricing brochure for a London startup, leading to a 20% sales increase within the first quarter of launch.
  - Met with 10+ clients to define project goals, art direction, budgets, and timeframes—strengthening presentation and communication skills while gaining insight into European markets and aesthetics..
- Improved workflow by 15% and visual quality across 10+ tasks by creating high-quality templates and adopting tools like Adobe Suite, AI features, Midjourney, and Unreal Engine 5.

### Art Project Manager, Apex Legends Mobile Game, Tencent

07/2021 - 11/2022 | **Shenzhen, China**

- Assisted in the development of 1 international mobile game in collaboration with Electronic Arts (US), which generated over \$40M in global lifetime revenue.
  - Delivered key milestones across 3 game seasons, including 6 CG trailers, 12 original characters, 3 game worlds, and over 10 interfaces.
  - Oversaw and coordinated a team of 130+ game artists in China and Bulgaria, both in-house and outsourced, ensuring consistent visual quality and timely delivery by managing tasks, facilitating team meetings, and following up on feedback.

### Graphic Designer / Media Stockroom Coordinator / Photography Teaching Assistant, Tufts University

01/2019 - 09/2020 | **Boston, USA**

- Designed 8 sets of promotional materials (posters, manuals, presentations, etc.) for media equipment using Adobe Suite
- Managed 500+ media devices, including cameras, recording, lighting, VR, 3D, and other equipment.
  - Serviced 160+ schoolmates on media equipment info and usage by in person presentations.
- Instructed over 40 international students on photography with presentations on using various cameras and design software.

## SKILLS

- **Google UX Design Certificate** · LinkedIn Certificate of Learning Food and Drink Photography
- **Software:** Adobe Suite ( InDesign · Illustrator · Premiere · Photoshop · Lightroom · After Effects ) · Figma · Cinema 4D · Unreal Engine 5
- **Knowledge:** Layout · Color · Typography · Branding · Photography · Image/Video Editing · Motion Graphic · Animation · 3D Environment

## ACHIEVEMENTS

- Chinese Scholarship Council **Full Fellowship** to study in the U.S.
- Montague **Travel and Research Grant** for research in Italy
- Awarded **2 National** University Fellowships
- **2 First Prizes** in Graduate School Admission / Art Exhibition
- Excellent Award in a Regional University Art Exhibition
- **9** Art Exhibitions in Moscow, Russia; Boston, U.S; Chengdu, China

## EDUCATION

- **Master of Fine Art** 09/2020 | **Boston, USA**  
Tufts University - School of the Museum of Fine Arts
- **Master of Art** 07/2018 | **Chengdu, China**  
Sichuan University
- **Bachelor of Fine Art** 07/2015 | **Chengdu, China**  
Sichuan University