



王瑗嘉 aijia wang

Portfolio: www.aijia-wang.com

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EDUCATION

University of California, Davis

Sep 2020 - Dec 2024

Design B.A.

- GPA: 3.95/4.00
- Dean's Honor List (5 times); Graduated with Honor

WORK EXPERIENCE

Freelance Designer

Jun 2021 - Present

Shanghai Dolphins Ultimate Sports Development Co., Ltd., among others Shanghai, China

- **End-to-End Design:** Spearheaded design solutions from concept to execution through creative and iterative problem-solving; projects range from full branding, rebranding, to individual designs
- **Cross-Media Delivery:** Delivered designs spanning digital (logos, posters, long-form infographics, social media content, IP/character design), print (flyers, flags, retractable banners), and physical products (merch, apparel, stationery), ensuring cohesive brand expression across multiple touchpoints

UI/UX Product Design Intern

Sep 2025 - Oct 2025

Philo Homes

New York, NY (Remote)

- **UI Research:** Conducted in-depth analysis of 20+ competitor websites, summarized 8+ core design trends and 12 key user experience pain points, laying a data-driven foundation for subsequent UI iterations
- **Bilingual Presentation:** Presented in English and Chinese to the CEO and the product team, proposing 6 targeted design strategies and UI optimization recommendations, 4 of which were adopted

Graphic Designer

Aug 2024 - Jul 2025

UC Davis Department of Human Ecology - Falbe Lab

Davis, CA

- **Team Building:** Developed a structured evaluation framework to assess candidate competencies; created a comprehensive design manual to train new designers and streamline workflow
- **Leadership & Collaboration:** Managed project timelines and led team collaboration to meet tight deadlines, bridging communication within a cross-cultural, cross-functional team
- **Design Systems:** Developed large-scale visual design systems that are highly efficient and disciplined, producing 1,000+ graphics that upheld brand consistency and aligned with research standards
- **Research & Impact:** Contributed to data-driven analysis of 13,929 participants; design solutions and publications directly supported the FDA in developing nutrition labeling policies

Merch & Graphic Designer

Sep 2023 - Jun 2024

UC Davis Women's Ultimate Frisbee Club (Rogue)

Davis, CA

- **Design & Manufacture:** Designed 15+ merch items; sourced and compared 20+ manufacturers across China and the US, overseeing production of 1,000+ units to ensure precise design execution and successful international delivery
- **Online Store:** Established and managed an online store handling 200+ orders, raising \$3,390 in 10 days

SKILLS & LANGUAGES

- **Design Tools:** Adobe Illustrator, Photoshop, InDesign, Figma, Webflow, Rhino 3D, Blender, Procreate, Canva, Final Cut Pro, CapCut, Midjourney, Jimeng AI, ChatGPT
- **Programming Languages:** Python, Processing
- **Office Tools:** Microsoft Office, WPS Office, Google Workspace
- **Design Skills:** User Research, Wireframing & Interactive Prototyping, Rapid Iteration, Usability Testing, UI/UX Design, 3D Modeling & Rendering, Rapid Prototyping, 3D Printing, Laser Cutting, Branding & Visual Identity, Layout & Composition, Color Theory, Video Editing
- **Languages:** English (native proficiency), Mandarin Chinese (native proficiency)



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教育背景

加州大学戴维斯分校 (University of California, Davis)

2020年9月 - 2024年12月

设计专业 | 本科

- GPA: 3.95/4.00
- 院长荣誉名单 (5次) ; 荣誉毕业生

工作经历

独立设计师

2021年6月 - 至今

上海多飞飞盘体育发展有限公司 等

中国上海

- 全流程设计:** 从构思到落地全程主导设计方案; 项目类型包括全线品牌设计、品牌形象重塑及单项设计
- 跨媒介呈现:** 设计涵盖多媒体 (logo、海报、长图、社交媒体图文、IP/角色形象)、印刷品 (宣传单、横幅、易拉宝)、实体产品 (周边、服饰、文创), 保证品牌形象在各媒介和应用场景中的一致性

UI/UX 产品设计实习生

2025年9月 - 2025年10月

Philo Homes

美国纽约 (远程)

- UI调研:** 深度分析 20+ 家竞品网站, 总结出8大核心设计趋势与 12 项用户体验痛点, 为后续的用户界面迭代奠定了数据驱动的基础
- 双语汇报:** 向CEO及产品设计团队中英双语汇报调研成果, 提出 6 项针对性的设计策略与界面优化建议, 其中 4 项提议被采纳

平面设计师

2024年8月 - 2025年7月

UC Davis 人类生态学系 Falbe 研究团队

美国加州戴维斯

- 团队搭建与人才培养:** 搭建结构化评估框架, 考核新设计师候选人能力, 成功组建高效设计团队; 编制完整设计手册, 用于培训新设计师、优化工作流程
- 领导与协作:** 管理多个项目进度、主导团队协作, 确保项目按时交付; 在跨文化、跨职能团队中, 担任沟通桥梁
- 设计系统:** 开发高效且规范的大规模视觉设计系统, 产出1000+各类图像, 平衡品牌视觉与研究规范
- 研究与影响:** 参与13929名参与者的数据驱动分析; 设计方案及论文直接推动美国食品药品监督管理局 (FDA) 的营养标签政策制定及公共健康倡议

产品与平面设计师

2023年9月 - 2024年6月

UC Davis 女子极限飞盘队 (Rogue)

美国加州戴维斯

- 设计与生产:** 设计15+款周边产品; 联络并比对中美 20+ 家生产厂商, 统筹 1000+ 份产品生产, 确保设计精准还原, 并顺利完成中美跨境运输与交付
- 网络商城:** 建立并管理网络商城, 处理 200+ 订单, 在10天内创收 3390 美元

技能与语言

- 设计工具:** Adobe Illustrator、Photoshop、InDesign、Figma、Webflow、Rhino 3D、Blender、Procreate、Canva、Final Cut Pro、剪映、Midjourney、即梦AI、ChatGPT
- 编程语言:** Python、Processing
- 办公软件:** Microsoft Office、WPS Office、Google Workspace
- 设计能力:** 用户研究、线框设计与交互原型、快速迭代、可用性测试、交互设计 (UI/UX)、3D建模与渲染、快速原型制作、3D打印、激光雕刻、品牌设计与视觉识别、版式设计、色彩理论、视频剪辑
- 语言能力:** 英语 (母语水平, 托福口语30/30)、中文 (母语水平)