

JENNY JIAYI WANG

✉ jennywangjiayi@gmail.com

☎ +44 7476854446

🌐 jennyjwang.com

PW: jennywang

EDUCATION

Carnegie Mellon University

Pittsburgh, PA

Bachelor of Arts in Architecture

Dean's List

Minor in Design

Minor in Photography

TOOLS & SOFTWARE

Graphic Design & Prototyping:

Adobe Suite (Ps, Ai, Lr, Id, Br, Pr)

Figma, Canva, Voiceflow, Procreate

Project & Team Management:

Notion, Miro, Microsoft Office,

Google Suite

Web Development:

HTML, CSS, JavaScript (p5.js),

WordPress

3D Modeling & Rendering:

Rhino, Vray, Lumion, Blender, AutoCAD

E-commerce & Marketing Platforms:

Klaviyo, Shopify, Wix, Medium

AI Tools:

Chat GPT, Mid journey, Copilot

DESIGN SKILLS

UI Design, Interaction Design

User Research, Wire-framing

Prototyping, Design Systems

Visual Identity, Creative Branding

3D Modeling, Rendering

Iconography, Digital Illustration

Data Visualization, Storytelling

Information Architecture, Journey Maps

Affinity Diagrams, Competitive Analysis

WORK EXPERIENCE

Freelance Brand Designer

New York, NY & London, UK | Jan 2024 -Present

• Hakumori: Brand Identity & Packaging Design

- Led the comprehensive design strategy in collaboration with Hakumori's founders, crafting the brand identity for their flagship product: the Instant Bubble Tea Kit, and managing all phases of the design process from initial concept development to final execution.
- Coordinated with the photographer to conceive visual concepts and harmonized color palettes, integrating them into packaging designs to enhance product appeal.

• Go Power: Rebranding a Canadian Health Food Brand

- Led the rebranding initiative, including redesigning the logo, developing a cohesive brand identity, and creating a modern color palette.
- Documented the design process and collaborated closely with the client to ensure consistency and alignment with the brand's vision and target audience.

Graphic Design Intern | Bionova Inc.

New York, NY | Sep - Dec 2023 (3 months)

Tools Utilized: Figma, Klaviyo, Photoshop, Illustrator

- Collaborated with the marketing team under the direct guidance of the Chief Marketing Officer to design sales emails and re-targeting emails with achieving an increase in email click-through rate by 15%.
- Played an integral role in transforming the company's Instagram presence by curating organic content strategy and compelling designs, leading to a 38% increase in follower engagement and growth in brand visibility.
- Performed comprehensive user research to pinpoint areas for product enhancements, executed multiple A/B tests on website landing pages to optimize performance, resulting in a 20% increase in click-through rate.

Design Intern | The Orangeblowfish

Pittsburgh, PA (Remote) | Apr - Jul 2021, Jun-Sep 2022 (6 months)

Featured Clients: Cartier, Topgolf, Maybelline, L'Oréal, Asics

Tools Utilized: Rhino, V-ray, Photoshop, Procreate, Illustrator

- Collaborated with the design team lead to conceptualize and render the Cartier drink trolley, a product aimed at elevating in-store customer experience, featured prominently in 13 store locations across Asia, contributing to increased foot traffic and brand awareness.
- Utilized detailed 3D renderings to design and implement an interactive light installation for Topgolf, resulting in a 45% surge in social media engagement.
- Crafted cosmetic displays tailored for Maybelline and L'Oréal, integrating their distinctive brand identities into 3D renderings, displayed in prominent cosmetic stores across NYC.

Design Research & Marketing Intern | Area-17

Shanghai, China | Sep - Dec 2020 (3 months)

Featured Client: Alibaba

- Crafted engaging visual narratives for social media platforms and company website, collaborating with the marketing team in social media strategy improvement, increased posts reach by 21%
- Conducted research and analysis for Alibaba's supermarket project, employing qualitative and quantitative research methods, including surveys, interviews, and on-site observations.
- Represented the company at the Global Cultural-Travel & Accommodation Industry Expo, engaging with over 80 guests, while demonstrating strong organizational and communication skills through successful booth management.

Design Intern | Benwu Studio

Shanghai, China | May - Jul 2020 (3 months)

Featured Clients: Descente, Astronomy Museum of Shanghai

Tools Utilized: Photoshop, Procreate, Rhino, Vray, AutoCAD

- Collaborated with the Chief Art Director to create large scale motion graphic displays at the Astronomy Museum of Shanghai, enhancing visitor engagement and educational experience.
- Developed innovative conceptual ideas for the Descente pop-up store, prioritizing the customer journey through immersive storytelling, which led to a 43% increase in social media engagement.
- Worked closely with the client in crafting conceptual renderings and interior drawings for a private health clinic in NYC. With a thorough brand identity development, the client voiced their utmost satisfaction with the final outcome.