


YUE HAN

GRAPHIC & WEB DESIGNER

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ABOUT ME

Highly creative, adaptable, and innovative Graphic/Website Designer with advanced experience using industry-leading software to edit and develop concepts for powerful and engaging printed promotions, webpages, user interfaces, and online advertisements. Skilled in coordinating multiple simultaneous project responsibilities to deliver effective design concepts within defined timelines. Excellent at researching and evaluating bases of users and potential customers to create materials that drive engagement and encourage organizational growth.

AREAS OF EXPERTISE

- Graphic Design
- Print Design & Layout
- Website Development
- Ecommerce
- User Research
- Branding & Marketing
- Social Media Marketing
- Video Production & Editing
- Project Management

EDUCATION

Bachelor of Science in Computer science and Visual art combined program

2018 | University of Victoria , Victoria, BC

Awards: 2017 Video Art Exhibition, Art 370 Work of Excellence|2017 Sunscreen Film Festival, University of Victoria

Web Designer Certificate Program

2015 | Q College / Victoria

TECHNICAL PROFICIENCIES

Adobe CS (Photoshop, InDesign, After Effects, Premiere, Illustrator) | HTML/CSS | JavaScript/Java/C
Sketchup | Max/MSP | SEO Marketing

PROFESSIONAL EXPERIENCE

Columbia International Education Group / Vancouver, BC / March - June 2019

Graphic Designer

Designed branded content used in printed promotion, internal communications, and website design applications for a leading international education organization. Coordinated with corporate leadership to establish a unified brand identity and create promotional posters, roll-ups, and flyers, as well as improved designs for company logo, brochure, name cards, and webpages.

Key Accomplishments:

- Expanded international growth opportunities by redesigning the official Chinese website.
- Redesigned printed pricing page to a more appealing design, supporting the marketing team in pitching products and services to new potential clients.
- Redesigned company branding package to more effectively promote the product.

PROFESSIONAL EXPERIENCE

NH RESOURCES LTD. / *Victoria, BC / February 2018 - March 2019*

Website & Graphic Designer

Developed visually appealing and brand consistent webpage designs for NORDIVIK Fish Oil. Developed information architecture and developed a prototype for an online bidding system in collaboration with marketing team. Created landing page templates for multiple products using WordPress with WooCommerce.

Key Accomplishments:

- Collaborated with Marketing Department personnel to promote website and product to target audiences, supporting increased online sales.
- Designed packaging and website for NORDIVIK fish oil, maintaining a consistent, distinct brand identity.
- Efficiently collaborated with interdepartmental staff to promote key branded content.

FIBERHOME TECHNOLOGY/ *Wuhan, China / May 2016 - August 2016*

User Researcher & UX Assistant

Designed banner and user interface elements for Youqu 2.0 based on user experience research data. Conducted UX testing for Youqu 2.0 and China's Telecom Set-Top Box to evaluate usability and improve interface components. Created data-based User Experience reports for presentation at industry conference.

Key Accomplishments:

- Authored and published detailed report for 2016 User Experience Conference entitled "Participatory Design and User Motivation".
- Designed appealing, user-friendly banner and application interface for Youqu 2.0; developed design concepts by researching user experience and testing user cases.

VOLUNTEER EXPERIENCE

SWAG DANCE CREW/ *Victoria, BC / April 2014 - January 2018*

Marketing Manager

- Managed Social Media accounts including Facebook, Instagram, and WeChat.
- Produced marketing materials including promotional posters and flyers.
- Directed and produced dance videos, managing all storyboard, videography, and editing roles; utilized photography skills to take member portraits and event photos.

CHINESE STUDENTS & SCHOLARS ASSOCIATION/ *Victoria, BC / June 2014 - February 2016*

Graphic Designer

- Directed marketing strategy and produced promotional content including posters, digital marketing materials, and videos for campus events including 2016 Mini-Asia Event and 2015 Shenma Music Festival.
- Collaborated with Event Planning team to curate artwork for a student exhibition.
- Produced designs for the 2015 New Students Handbook