



# Yuxuan Lei (Leona)

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## Professional Expertise

Industrial Design  
UI/UX Design  
Web Design  
XR (VR/AR/MR) Design  
Graphic Design  
Branding  
Marketing

## Technical Skills

### 3D Design & Prototyping

SolidWorks  
Rhino  
Keyshot  
Blender  
Unity (AR/VR/MR)  
Rapid Prototyping  
Model Making  
3D Printing  
Laser Cutting

### 2D Design & Creative Tools

Figma  
Photoshop  
Illustrator  
InDesign  
Premiere Pro  
After Effects

## Marketing

Market Research  
User Research  
Marketing Planning  
Social Media Management  
Branding  
Advertising Photography  
Advertising Filming

## Key Strengths

Quick Learning  
Adaptability  
Problem-Solving  
Team Collaboration  
Attention to Detail  
Creativity

## WORK EXPERIENCE

### Freelance Visual Designer Self-employed

07/2024 - Present

- Designed and produced a K-12 school's publication, delivering graphics and layouts that resonate with their branding.
- Created marketing materials to effectively promote a startup's services, attracting potential customers and increasing visibility.
- Led social media management and crafted compelling posts, driving audience growth and customer acquisition.

### UI/UX Design Intern Intelling Media Corp

08/2023 - 12/2023

- Implemented user-facing UX and IxD elements to enhance the engaging user experience of a novel video platform.
- Produced on-screen experiences, storyboards, and video content, contributing to the company's success in attracting investment.

### Graduate Teaching Assistant (XR Design) California College of the Arts

01/2023 - 05/2023

- Provided critique and feedback on students' projects.
- Assisted professor in creating Unity teaching tutorials and demos.
- Resolved technical Unity issues for students.
- Developed basic C# scripts.

### TikTok Product Intern Beijing ByteDance Ltd.

10/2020 - 03/2021

- Developed the TikTok's Teenager Mode, balanced the platform's functionality, safety, and appeal for teenage users and driving traffic to the company's educational products.
- Conducted comprehensive user research to inform feature development, leading to actionable insights documented in a detailed User Report.
- Designed the user interface for a teenager-focused in-app mini program, ensuring a seamless and engaging user experience.

### Freelance Graphic Designer Self-employed

05/2019 - 12/2019

- Developed brand identity for a startup tech company aligned with their vision and goals.
- Designed visual materials for the NetEase News app to enhance user engagement.
- Created promotional materials for various social events, increasing visibility and successfully attracting sponsorships.

## EDUCATION

### Industrial Design, MFA California College of the Arts (CCA)

09/2021 - 05/2024

### Advertising, BFA Communication University of China (CUC)

09/2017 - 06/2021

## OTHER EXPERIENCE

### Executive chairman CUC Alumni Association

09/2018 - 10/2020

- Managed a team of 80+ people responsible for event planning and execution.
- Led the creation of visual materials including posters, magazines and other promotional assets.
- Managed social media channels, boosted event participation and visibility.

### Brand Design & Marketing Planning Project for a conceptual tea product of Wahaha

02/2019 - 07/2019

- Won Second Prize in the National Advertising Art Design Competition for College Students

### Public Welfare Remote Education System for Rural Schools in China

09/2017 - 05/2019

- Won the Third Prize in the Innovation and Entrepreneurship Competition for College