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## 01 PROFILE

Yifei is a designer with an entrepreneurial spirit, who is happy to deal with any challenges with a can-do attitude. She is specialized in graphic & branding design and created various projects with a strong conscious of user perspective. Her easy-going personality is able to support the teamwork could be done efficiently and joyfully.

[www.yifeidesign.com](http://www.yifeidesign.com)

## 02 EMPLOYMENT HISTORY

01/2019 — 03/2019

### **Branding & Marketing Designer at R&F Group UK**

*London*

Brand Identity design for R&F's sub-brand that faces younger buyers.

WeChat Public Account VI design & layout design.

Supporting marketing events & campaigns, which includes EDMs, direct mail, brochures, branding decorations for events, powerpoints, exhibition collateral and displays, corporate communications, etc.

09/2019 — 02/2020

### **Product & Graphic Design Intern at LIXIL Group**

*London*

Rapidly educated me on a new industry, conducting independent market research on competitors, adopting best practices for this niche, and experimenting with cutting-edge techniques, resulting in unprecedented praise from both my lead designer and important stakeholders for my proactivity, speed of learning, and meticulous attention to detail.

References from my seniors highlighted how my persistent curiosity and unique communication style of producing quick drawings, brochure design and renders transformed the team's morale and stimulated a more open and expressive internal culture.

01/2019 — 03/2019

### **Student Winner- Joint Designer at NIO Electric Automobile**

*London*

Designed and produced 5 carrier bag samples in 2 months, from user testing and pattern design on Illustrator to sourcing fabrics and laser cutting. The designs' IP was bought by NIO for £2500 and is in active production.

06/2014 — Now

### **Freelance Designer at Yifei's Design Studio**

*Beijing*

Served dozens of private clients and companies, ranging from high-end boutiques to family lifestyle businesses, with store branding, product design, digital assets, and marketing consulting.

Designs digital platforms for 4 different companies, including 3 websites, HTML5; cooperated with engineers/programmers.

## 03 EXPERIENCE

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Dec 2018 — Aug 2020

### Spontaneous Teamwork

*City of London*

Led, organized and managed 15 people on three design projects and 14 people on a start-up project.

Developed my skills in management and communication also design by practising the real teamwork projects. Learn and reflected from the failed project.

One of the projects won the Bronze A Design Award, DIA Design UK Top 10 and was selected by the IF Talent Design Gallery.

Sep 2015 — Aug 2016

### Beijing University Alliance Charity Exhibition BHCC

*Beijing*

Organised a 2000-man comic convention, contacted 78 schools in Beijing, cooperated with the media, raised money from sponsors to fund the project, and made 100,000 RMB revenue in ticket sales. Donated the 20,000 RMB profit to charity.

Established the project from 0 to 1, which includes planning activities, design promotion strategy & contents, etc. Managed the 7-person core team and 50-person volunteer team.

## 04 EDUCATION

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Sep 2017 — Sep 2021

### Central Saint Martins College of Art & Design

*City of London*

BA(HONS) Product Design - First Class Honours

- Design and develop a product according to the brand and market.
- Cross-culture teamwork and communication skills.

Sep 2019 — Oct 2020

### Central Saint Martins College of Art & Design

*City of London*

Diploma in Professional Studies

- Develop an appreciation of the culture and practice of the workplace.

Aug 2020 — Aug 2020

### China Academic of Fine Art, affiliated High School

*Beijing*

Art Foundation

- Specialist training in English Training (IELTS)
- Creative Painting and Design Thinking
- Engrave Painting, Leather making, Glasses making, Art facilities

## 05 AWARDS

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Sep 2019 — April 2020

### DIA Design Award, UK top 10

*Beijing*

Inshape features a foldable shoe tongue mechanism that allows the elderly to put on shoes independently.

Jan 2019 — Mar 2019

### Bronze - A Design Award

*Como*

Art'em - A platform that helping young artists with sharing economy.

Jan 2019 — Mar 2019

### IF Design Talent Collection

*Germany*

Art'em - A platform that helping young artists with sharing economy.

Feb 2019 — Feb 2019

### 180 Degrees Consulting

*City of London*

Business design in sustainable fashion industrial.

Nov 2018 — Dec 2018

### A Design Award

*City of London*

Water Fact - a social-impact project that educates the public about the truth of using water.

Jan 2010 — Aug 2017

### Several wards in Painting, Art, Maths, Presentation

*China*

Several awards from national and international competitions in various fields.

## 06 SKILLS

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Adobe Photoshop



Rhino



Adobe Illustration



Solid Works



Adobe Indesign



Key Shot



Adobe Premiere



Procreate



Adobe XD



Sketchbook



## 07 HOBBIES

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Business Design. Strategy Design. Jewellery Design. Leather-Making. Illustrating.-  
Painting. Dancing. Ceramic. Reading. Vlogging. Vegetarian Food