

# ANKIE WANG

## GRAPHIC DESIGNER

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Graphic designer with 4 years of experience specializing in branding, visual identity, and motion graphics. Successfully led the creation of impactful campaigns for major partnerships, including Nintendo, DreamWorks, and Universal, increasing campaign effectiveness by 25%. Recognized for developing strategic and aesthetic branding solutions, including an award-winning senior project focused on innovative marketing techniques.

## TOLLS & SOFTWARES

**Adobe Creative Suite**  
Illustrator, Photoshop,  
InDesign, After Effects,  
Premiere

Figma, Procreate, Microsoft  
Office, Google Workspace

## EDUCATION

**Bachelor of Fine Arts**  
NYC College of Technology  
Major: Communication Design  
2017-2020

*Capstone: "Buddy's Mom Tea"*  
- Selected senior project on  
branding and marketing strategy.

## EXPERIENCE

### Graphic Designer

Kung Fu Tea — Nov 2021 to Present

- Spearheaded the design and production of motion graphics for annual brand partnerships, raising brand recognition scores by 20% based on consumer surveys and reputation scores.
- Revamped the visual identity for 4+ major brand partnerships, directing the creation of visual assets that increased website traffic by 25% and improved lead generation by 10%, as reported by sales.
- Elevated Kung Fu Tea's brand identity from traditional to modern, driving a 30% growth in social media followers across all platforms.
- Managed collaborative workflows between internal teams and 5+ external vendors, guaranteeing on-time and on-budget delivery of visual assets for key marketing campaigns.
- Directed creative execution for 10+ major marketing campaigns, aligning visuals with audience insights and driving a 15% increase in social engagement.
- Conceptualized and delivered over 30 unique visual content pieces, including social media posts, improving overall audience engagement rates across platforms by approximately 18%.
- Led brainstorming sessions with cross-functional teams focusing on innovative graphic concepts, boosting creative output, and yielding more than ten unique designs each month ready for client review.

### Advertising/Graphic Design Intern

Strategema Consulting, LLC — Feb 2020 to May 2020

- Generated a new set of brand assets and templates for the subsidiary, enabling the marketing team to create consistent and high-quality materials while also slashing design process time by 3 hours.
- Refined product information packets for a key subsidiary, aligning messaging with the parent company's brand, which resulted in a 5% increase in lead generation from marketing materials.

### Designer

JGospel Inc — Jul 2016 to Sep 2018

- Partnered with the design supervisor to publish 10+ educational children's books, creating engaging visuals that promote respect and positive behavior.
- Developed and presented three distinct logo concepts for the book series, thoughtfully integrating client input to reflect the core values of the stories.
- Animated static children's eBooks by animating 10+ characters and objects using Adobe After Effects, increasing reader engagement by 15% based on post-launch surveys and user feedback.