

# ANKIE WANG

## GRAPHIC DESIGNER

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ankiewang.com   
Password for the locked page: unpublished

Graphic designer with 4 years of experience specializing in branding and visual identity; Successfully led the creation of impactful visual assets for brand partnerships (Nintendo, DreamWorks, and Universal) that enhanced campaign effectiveness by 25%. Recognized for a senior project on innovative marketing strategies during academic tenure at the college.

## SOFTWARES

### Adobe Creative Suite:

Illustrator, Photoshop,  
InDesign, After Effects,  
Premiere Pro

Procreate, Figma,  
Microsoft Office,  
Google Suite

## EDUCATION

### Bachelor in Fine Arts

NYC College of Technology  
Communication Design  
(2017-2020)

### "Buddy's Mom Tea"

2020 Selected Senior Project

## 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.
- Transformed Kung Fu Tea's brand from a traditional tea brand to a more modern and engaging visual identity, as evidenced by a 30% increase in followers across all social media 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.
- Led visual strategy for 10+ marketing campaigns, ensuring designs resonated with target demographics and amplified brand messaging, which yielded a 15% increase in social media engagement rates.

### Design Intearn

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.
- Transformed 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.
- Drafted three logo styles for a children's book series and delivered them by the end of the week, providing clients with designs that align with educational themes.
- Transformed static children's eBooks by animating 10+ characters and objects using Adobe After Effects, increasing reader engagement by 25% based on post-launch surveys and user feedback.