

Yaxi Xiao

Graphic Designer | Motion Designer

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Education

School of Visual Arts

BFA Design

| 2016- 2020
New York, U.S.

South China University of Technology

BA Multimedia & Advertising

| 2014-2016
Guangzhou,
China

Skills

Graphic Adobe Photoshop, Illustrator, Indesign
Motion After Effects, Premiere, Media Encoder
UI/UX Figma, Lottie, Webflow
3D/Coding Cinema 4D, Blender, Processing, HTML/CSS
Others DSLR Camera, Keynote, MS Office

Languages

English | Chinese

Awards

The 14th Annual Shorty Awards Finalist Campaign: National Burrito Day-El Pollo Loco | 2022
The One Show Shortlist Campaign: National Burrito Day-El Pollo Loco | 2022
The Type Directors Club (TDC 66) Communication Design Award Project: Run Lola Run | 2020
Graphis New Talent Annual Silver Award Project: BIG | 2020
SVA Top Percentile Portfolio | 2018
SVA BFA Design Department Grant | 2018

Publications

Shenzhen Urban Reader: The Central Axis of Shenzhen | 2020
Visual Opinion Magazine | 2018
Shenzhen Urban Reader: Metamorphosis of the City Center | 2018

Experience

Motion Designer

Organic

| Feb 2021-Present
New York, U.S.

Clients: El Pollo Loco, Envestnet, Union Bank, Palo Alto Networks, IBM, Voyager, Ford, and more.

-designed and animated high-level, professional-looking, and pixel-perfect still and animated digital marketing deliverable assets, including owned/paid social media ads, tv campaign ads, POP display ads, UI animations, marketing emails, to ensure agency KPI goals and sales/communication goals for global enterprises;
-supported Creative Directors and Developers in elevating user-friendly experiences with animation expertise;
-notable success: record-breaking single-day sale for El Pollo Loco; award-nominated campaign National Burrito Day for El Pollo Loco; leading Lottie animation projects for Envestnet.com; owning animated posts for Union Bank.

Freelance Motion Graphic Designer

Clients: Amaree's, Robert Stilin Interiors, Underplay, Ferrer Boyer Furniture, and more.

-produced still and animated visually appealing promotion materials for multiple clients across various industries;
-managed graphic assets in the library to ensure consistency in brand messaging and streamline workflow.

| July 2020-Jan 2021
New York, U.S.

Graphic Designer

Chermayeff & Geismar & Haviv

Client: Arras Foundation

-designed the logo artwork of Arras Foundation (previously known as J. Marion Sims Foundation), reestablishing a brand new name and identity, as part of an honor class with Chermayeff & Geismar & Haviv, a design firm;
-delivered brand identity guidelines, ensuring visual impact and consistency across all platforms.

| Jan - Dec 2019
New York, U.S.

Graphic Design Intern

Fall Risk Inc., Some kind of Coffee Co., Swatchhub

-produced, designed, executed extensive branding assets for multiple start-ups by working directly with founders & CEOs, from logos, packaging, textiles, to newsletters and digital marketing materials to help building brands and breaking into new markets.

| Feb - Dec 2019
New York, U.S.

Illustrator & Designer

Shenzhen Center for Design

-illustrated and designed independently the opening chapter of Shenzhen Urban Reader: Metamorphosis of the City Center to reveal untold history and raise public awareness and participation;
-contributed poster designs and logos for ongoing programs including "Design & Life" and "Small & Smart Design".

| Jun - Dec 2017
Shenzhen, China