

Lele Yang

lelework1211@gmail.com | (917)767-2493 | Portfolio: <http://www.leleyang.com/visual> | Visual Designer

Education

Parsons School of Design, The New School

New York, NY

Master of Fine Arts in Design and Technology | GPA: 3.98/4.00

Sep. 2024 – Jun. 2026

Beijing Film Academy

Beijing, China

Bachelor of Fine Arts in Digital Media Art | GPA: 3.48/4.00

Aug. 2019 – Jul. 2023

Work Experience

Vortex Net

Covina, CA

Data Visualization

Jun. 2025 – Oct. 2025

- Redesigned financial dashboards and spend-analysis experiences, translating complex and high-density financial data into clear visual hierarchies, chart structures, and responsive layouts that made key insights easier to scan, compare, and understand.
- Created data-visualization systems in Figma, defining typography, color hierarchy, spacing, grids, component styles, and responsive layout rules to organize dense information and maintain a cohesive visual language across dashboard experiences.
- Developed reusable visual and interface patterns for charts, tables, timelines, and category views, balancing information density with readability while supporting consistent presentation across multiple financial use cases and screen sizes.
- Collaborated with product and data stakeholders to refine information presentation through usability feedback, stakeholder review, and data validation, improving visual clarity and consistency while contributing to a 15% increase in task success.

Mango TV

Changsha, China

UX / Narrative Design Intern

Feb. 2022 – Apr. 2022

- Designed mobile-first campaign experiences and editorial layouts, transforming dense visual and narrative content into structured compositions with stronger hierarchy, pacing, and visual clarity across digital pages.
- Conducted A/B comparisons and usability testing to evaluate typography, spacing, content hierarchy, and layout effectiveness, then applied findings to refine page composition and image treatment, improving readability by 20% and strengthening visual consistency.
- Developed responsive typography and layout systems for campaign content, establishing consistent visual patterns across screen sizes while preserving brand tone, readability, and flexibility across different editorial formats.

Movie Cheese Pie

Beijing, China

Visual Design Intern

Oct. 2020 – Dec. 2020

- Transformed large volumes of film and editorial content into timelines, hierarchical diagrams, information graphics, and structured visual narratives, using typography, grids, and layout systems to clarify relationships and create a more engaging digital reading experience.
- Collaborated with editorial and social media teams to organize content, align art direction, and deliver promotional and editorial assets across multiple publishing channels, adapting composition, typography, and image treatment to different content formats.

Project Experience

TAROO — Brand Identity & Tarot Deck Design | leleyang.com/visual/project/taroo | Figma, Illustrator, Photoshop

- Built a complete brand identity and visual language for TAROO, using audience research, competitive analysis, and moodboarding to define the art direction, color palette, typography, and graphic principles for a contemporary tarot experience.
- Designed the full tarot deck as a cohesive visual system, combining geometric forms, symbolic imagery, color relationships, and consistent composition rules to create individual card identities while maintaining strong recognition across the complete set.
- Extended the system across logo, card backs, typography, packaging, and printed applications, balancing decorative expression with legibility and consistency to create a unified physical brand experience from individual cards to final packaging.

Alcohol Directory — Editorial & Publication Design | leleyang.com/visual/project/alcohol | InDesign, Photoshop, RISO

- Designed an editorial publication inspired by cocktails and New York nightlife, combining photography, typography, illustration, and RISO-inspired graphic treatments to establish a distinctive visual language and cohesive art direction.
- Developed the publication structure and layout system using grids, typographic hierarchy, white space, image cropping, and varied page compositions to organize different cocktail stories while maintaining rhythm and continuity throughout the zine.
- Translated original photography and written content into a complete printed experience, refining image treatment, color, text density, and promotional assets from moodboard and visual direction through final publication production.

Skills

Design: Visual Identity, Brand Design, Typography, Layout, Editorial Design, Information Design, Data Visualization, Art Direction, Design Systems | Tools: Figma, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Framer, Procreate