

# YOUYANG HAO

## PRODUCT DESIGNER

yhao67@gatech.edu

+1 323-603-7642

699 Spring St NW, 1411, Atlanta, GA 30308

<https://www.youyanghao.com>

## EDUCATION

### Georgia Institute of Technology

Master of Industrial Design  
2021 - 2023

### University of Southern California

Bachelor of Fine Arts in Design  
Product Design Minor  
Communication Design Minor  
2017 - 2021

## SKILLS

### 3D DESIGN

Maya  
Solidworks  
Makerbot  
Sketchup

### ADOBE

Illustrator  
Photoshop  
InDesign  
Acrobat

### SOFTWARE & TOOLS

Visualization  
Data analysis  
Office

### UIUX

HTML/CSS  
Sketch

### LANGUAGES

Mandarin  
English  
Spanish

## AWARDS

Magna Cum Laude (2017-2021)  
Roberts Lawrence Fowler Award (2017-2021)  
USC Roski Fine Arts Award (2018)  
Carile Helen White Award (2018)

## PROFILE

Youyang is a second year master student at Georgia Tech majoring in industrial design. He practices art since kindergarten and have a background in traditional Chinese painting, drawing, and illustration. Youyang has a strong passion in automobile and wearable industry when designing, and values human-centric and well-purposed design. He also has experience in entrepreneurship and marketing.

## WORK EXPERIENCE

### OVO META | UIUX Design Intern & Illustrator

Chengdu, China (Remote) | July 2022 – September 2022

- Designed the user interface of a mobile app of the company's NFT trading platform that contains products priced over \$60,000 usd.
- Individually created a series of 100 digital illustrations for the company's official NFT products.
- Worked in teams with other designers to create peripheral products and brand collaborations.

### AUDITOIRE | Creative Intern

Shanghai, China | June 2021 – August 2021

- Developed a marketing campaign for clients including Chaumet, Genesis, Adidas...
- Designed, managed, and directed the design and production of art installation projects that are displayed at the Aranya Theater Festival, Sino-Ocean Taikoo Li Chengdu, and Fila Fusion showroom.

### ADIDAS | Installation Artist

Shanghai, China | January 2021 – July 2021

- Collaborated with individual artists for an installation art and fashion exhibition hosted by Adidas Stan Academia at TX Huaihai, Shanghai.
- Used defected Adidas products to create an inflatable installation that discusses the importance of sustainability in the art and fashion industries.
- Cast in Adidas commercials that was displayed on television and internet.

### LULULEMON | Marketing Intern

Los Angeles, CA | February 2020 – May 2020

- Developed a marketing campaign for Lululemon focusing on gender and sexual equality.
- Generated ground works for marketing campaign including researches in branding and creative briefs.
- Created and drafted messages, media, and promotional strategies, including ways to attract public attentions with 15,000 subscribers on social media like Instagram, TikTok and Twitter.

### PIZZAHUT | Marketing Intern

Los Angeles, CA | September 2019 – December 2019

- Worked with professors from the Deutsch Agency and created a marketing campaign on food delivery services for PizzaHut in the US, with marketing penetration of promoting late night delivery services.
- Generated advertising ideas, including posters and marketing related product design on social media.

### TEZIGN | UIUX Design Intern

Shanghai, China | May 2019 – August 2019

- Designed advertising materials for multi-national clients with yearly revenues of 8 billion, including Unilever and Country Garden.
- Collaborated in development of the company's digital marketing system, including an AI system, in order to produce of a variety of advertising directly targeting to desired customer groups.
- Performed marketing related logistic issues of the company, including creating signage system and wall artwork for creative office space, and developing UI/UX for company's official website.